



IAAD. COURSE CATALOGUE

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capitale sociale 10.400,00 int. versato
Società soggetta all'attività di direzione
e coordinamento di ADE HOLDING S.a.s.

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CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN COMMUNICATION DESIGN

- **Title conferred:** I level Academic Diploma in Communication Design.
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Progettazione e grafica ed editoriale (DIPL01)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Aurelio Tortelli
- **Coordination:** Livio Milanesio

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The first level Academic Diploma in Communication Design aims to train new generation of publicists, complex professional figures able to move within the broad world of communication, mastering their main roles, both strategic and operational, in agencies, companies and media centres.

Knowledge and understanding

Knowledge in the sociological, semiotic and cognitive psychology fields, useful for correctly interpreting the contexts in which one can operate. Competences regarding strategic planning, being able to select the most suitable initiatives to achieve the pre-established communication and marketing objectives.

Knowledge in the field of design, which means being able to design and realise the chosen communication initiatives by combining the necessary technical skills and the creative-expressive abilities that distinguish a good designer.

Applying knowledge and understanding

Associative skills and familiarity with techniques that enable creative activities (mind mapping, card sorting, brainstorming, etc.). Competences in the activation of creative processes to be able to create articulate graphic and communication projects that can face the complexity communication presents.

Essential technical skills to carry out different communication activities, such as specific software, typography, packaging, videomaking, social media, copywriting. Group work skills and familiarity with project management conceptual and practical tools.

Making judgements

Ability to understand and interpret the client's requests to face them and perfect them, and discernment skills regarding one own's design choices, formally, aesthetically, ethically and in terms of content.

Communication skills

Being able to communicate one's project and the path that made it come to life, motivating the choices made. Being able to clearly communicate the characteristics and the needs the project needs to be reproducible.

Learning skills

Ability to autonomously develop a continuous learning path, gathering from articulated sources that go from professional development to trends.

Awareness of the importance of cultural enrichment as an essential tool for fostering creativity.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** Graduates, once the title's been obtained, may find employment as art director o copywriter, illustrator, visualizer, packaging designer, photographer, web designer, app designer, event manager, scenographer, video maker, type designer, logo designer, account, marketing consulting officer, animation designer.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISDC/02	Brand communication	4	1
ISDR/03	Project communication techniques	4	1
ISDC/01	Communication theory	4	1
ISME/01	Methodology of design	8	1
ISDC/07	Digital image processing 1	4	1
ISDC/06	Layout techniques	4	1
ISDR/01	Techniques and languages of representation	4	1
ISDR/02	Methods and tools for representation	4	1
ISDC/03	Graphic design	4	1
ISDC/03	Illustration	4	1
ISSC/02	History of visual communications	6	1
ISDC/02	Writing techniques for media 1	4	1

ISME/03	Perception theory	4	1
ISSE/02	English for professional purposes	4	1
ISDC/07	Digital image processing 2	4	2
ISSU/02	Sociology of communication	4	2
ISDC/05	Communication for public utility	4	2
ISDE/01	Packaging design	4	2
ISDC/05	Corporate identity 1	4	2
ISDC/03	Type design	4	2
ISDC/05	Art direction 1	8	2
ISSC/02	Design culture and graphics	6	2
ISSE/01	Marketing 1	5	2
ISDC/05	Web project management	8	2
ISME/03	Sciences and languages of perception	4	2
ISDC/02	Writing techniques for media 2	4	2
ISDC/04	Multimedia applications	4	3
ISDC/05	Art direction 2	8	3
ISDC/04	Multimedia design	4	3
ISSE/02	Professional business management	4	3
ISSE/01	Marketing 2	4	3
ISDE/03	Systems design	4	3
ISDC/05	Communication design	4	3
ISDC/05	Corporate identity 2	4	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISDC/02 – BRAND COMMUNICATION

Copy strategy

The course covers the fundamentals of modern and contemporary advertising, copywriting and the drafting of key concepts in communication, with a specific focus on digital and social environments. The knowledge and characteristics of the main touchpoints are explored in depth.

Students are invited to work in small groups to learn to produce communication materials, using an approach that replicated interaction patterns of a creative team in an advertisement agency. The course aims to provide the basis for creative thinking to grow and mature.

ISDR/03 – PROJECT COMMUNICATION TECHNIQUES

Art direction

The course provides basic understanding of advertisement and explores the necessary steps for the creation of an integrated communication campaign through the introduction to ATL (above the line) and BTL (below the line) marketing macro areas, training creative/strategic thinking.

The main objective of the course is to introduce students to the role of Art Director, by providing a global vision of necessary competences. The groundwork is being laid for the development of a professional figure capable of addressing and managing both other professionals they need to work with and a 360° integrated campaign through idea generation, critical thinking, strategic vision and production and presentation skills. Classes will be both theoretical and practical and the students will be assigned dedicated briefs to develop, enhance and apply the acquired knowledge.

ISDC/01 – COMMUNICATION THEORY

Social media strategy

The course aims to transmit to the class the essential elements to set communication strategies on social media, net of platforms' evolutions. The focus of the course will be the creation of detailed editorial plans for social media, through the definition of a social media strategy that accounts for the target, type of engagement required by the briefing, necessary tone of voice to set each communicative action. The course, moreover, will provide an analysis of the main practical elements needed to make a social media strategy reality (logistics, communication with the client, approval iter, crisis managements, moderation, etc.)

The final part of the course will be dedicated to the exploration of main professional roles in the field of social media. Student, constantly involved in campaign creation workshops, will be tested in various professional roles characterising a communication agency.

ISME/01 – METHODOLOGY OF DESIGN

Methodology of design

The course intends to provide students with the useful skills they need to define and develop a clear and shared communication project vision, articulated in a coherent strategy that makes effective use of solutions, tools and channels. The course wants students to experiment for the first time the design process of a communication proposal, from the definition of a brand vision until it is fully articulated in terms of strategy and visual identity.

The course also provides the essential tools to create presentations that effectively communicate one's ideas, projects and creative visions. Visual storytelling techniques, content organisation and verbal/non-verbal language use will be explored through practical exercise and study cases' analysis. The objective is to develop the skill to create clear, compelling, coherent presentations, enhancing one's own expressive security and the project's communicative strength.

ISDC/07 – DIGITAL IMAGE PROCESSING 1

Illustrator

The course provides the essential theoretical and technical tools that are necessary for designing and realising graphic elements and compositions to use in communication designs.

Practical exercise includes the use of Adobe Illustrator, the most widespread software in vector graphic. Classes include a theoretical/technical component that is then associated to a practical exercise to transform notions into skills. Students' assignments are then gathered in a portfolio as evaluation materials.

ISDC/06 – LAYOUT TECHNIQUES

InDesign

The course allows students to acquire basic skills in what concerns layout, both for typographic projects (printed paper, flyers, billboards, posters) and digital ones (websites, banners, social media, apps). After a theoretical preliminary component, students are led through a training path to master the basics of graphic and layout design, using Adobe InDesign, to manage the different elements (texts, photos, illustrations, infographics, etc) to be harmonised within the overall framework of a project.

ISDR/01 – TECHNIQUES AND LANGUAGES OF REPRESENTATION

Photoshop

The course covers and explores the relationship with images through the morphological, graphical and iconographical analysis that serves as the foundation for the development of a visual culture. Through Adobe Photoshop, the acquired visual culture is developed practically, through images and shapes' rework, making it a daily tool in one's own design process.

ISDR/02 – METHODS AND TOOLS OF REPRESENTATION

Editorial graphic design

The first part of the course offers a general framework of the main methods and tools that allow for a rational graphic representation, according to editorial layout standards. In its technical-practical section, lessons explore more in depth the use of Adobe InDesign. The objective of the course is to apply the theory into practical design projects to manage and harmonise various elements of the creative process, from the initial idea to the graphic development to the preparation of print-ready files.

ISDC/03 – GRAPHIC DESIGN

Infographics

This course presents the cultural, aesthetic, semantic and technical aspects related to the different graphic elements that can be included in a graphic design project. Great importance is given to the ability to analyse and critically process these elements, which is particularly complex in a media system saturated with images.

The student, in this way, acquires the ability to coordinate and put into practice the various interdisciplinary notions useful for creating an iconic design project, capable of harmonizing its descriptive, informative, artistic and semantic functions. A targeted in-depth study is then devoted to the development of infographics, considering the potential for an expressive and communicative synthesis that make it a particularly flexible and effective tool.

The aim of the course is the acquisition of the technical skills necessary to design independently.

ISDC/03 – ILLUSTRATION

Illustration

The main goal of the course is to cultivate creative thinking through drawing. The teaching method aims to offer a new point of observation that goes beyond the eye-mind-hand combination, exploiting the communicative potential of visual language. The creative process is analysed to acquire the tools necessary to navigate the process of designing a communicatively effective graphic image.

ISSC/02 – HISTORY OF VISUAL COMMUNICATIONS

History of graphic design

The course explores the history of communication and its processes, facing it through a dual storytelling: history of graphic design and of typographical character.

The course will explore typography, print, graphic design, photography and visual communication in the wider context of technical-scientific, economical, industrial, artistic, philosophical evolutions of each epoch that changed its form, sense and content in time. The objective of the course is to provide an orientation guide to develop one's autonomous research on contemporary imagery.

ISDC/02 – WRITING TECHNIQUES FOR THE MEDIA 1

Writing techniques for the media

The course aims to reinforce the design concepts and skills acquired in the previous modules (methodology of design, brand communication) and allows students to expand their knowledge on writing techniques applied to media and advertising, with a specific focus on strategy, positioning analysis and touchpoint selection for an effective campaign.

To enrich, in students, critical analysis skills that allows them to immediately spot the strengths and weaknesses of an advertising campaign, the course will include practical exercises from punctual briefs.

ISME/03 – PERCEPTION THEORY

Perception theory

The course provides students with basic elements of perception and communication theory, stimulating their critical and creative thinking through the thought on symbolic and expressive significance of shapes and colours. The emergence and exchange of ideas is thus favoured. These are then channelled in a project that indulges and values physiological, psychological and cultural aspects involved in visual perception. The course works on the concept of communication meant as comprehension of the recipient's needs instead of expression of one's own preferences and necessities.

This principle translates in a practical project in which students must appropriately harmonise forms, colours and symbolism to create a tailored product for a specific target audience.

ISSE/02 – ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD. are realised in cooperation with My English School.

SECON YEAR'S DISCIPLINES

ISDC/05 – COMMUNICATION FOR PUBLIC UTILITY

Communication for public utility

The course explores the various fields of application of public communication design, developing communication theories and proposals that guarantee user access, usability, and transparency within the contemporary media system. Through the study of major public service campaigns, their core elements, and relation-oriented communication models, the curriculum traces the main theories and forms of social representation (framing and cognitive dissonance), alongside fundamental psycho-sociological theories regarding personal and collective change (information, dissuasion, persuasion, awareness-raising). The primary objective of the course is to train students in the analysis of public utility texts and the management of all aspects of a social communication campaign.

ISDE/01 – PACKAGING DESIGN

Packaging design

Through the analysis and study of industrial design theories, methods, and techniques, this course provides the necessary skills to independently manage and develop a packaging design project: from general context analysis, essential for identifying the social and cultural needs of consumers, to the control of technological, production, and market processes. Theoretical lectures aim to combine students' creative abilities with technical expertise. Alongside strictly theoretical lessons, teaching activities are integrated with practical assessments and exercises on packaging design. The goal is to activate critical and analytical processes that enable the development of an interdisciplinary approach to packaging design.

ISDC/03 – TYPE DESIGN

Type design

This course approaches typography from multiple perspectives, providing students with the necessary knowledge and tools to understand the origin and development of different type styles. The course examines the fundamentals of typeface design and digital font creation, offering the opportunity to deepen one's knowledge of the discipline. The objective of the course is to convey the information needed to correctly identify, select, and utilize digital typefaces within design projects.

ISDC/05 – ART DIRECTION 1

Art direction

The course aims to provide skills and a working methodology that, through the analysis of the contemporary media landscape, enable the development of complex and articulated communication projects (branding, advertising, publishing, exhibit design) by delving into the

visual and strategic image of a brand. Projects are carried out following a methodical design approach, a conceptual and stylistic line that students will learn to develop independently. Lectures are designed to collaboratively analyse the students' approach to the art direction of the projects they will develop throughout the academic year.

ISSC/02 – DESIGN CULTURE AND GRAPHICS

Design culture and graphics, history of contemporary art

This course encompasses studies relating to the history and culture of communication design within the fields of graphics, book design, photography, advertising, and multimedia communication. This year-long course aims to offer a comprehensive overview of the historical and cultural elements that still exert the greatest influence on the field of visual communication today. The purpose of the curriculum is to encourage students to reflect critically on the reality surrounding them, strengthen their expressive abilities, and gain greater awareness of the visual designer's role in shaping contemporary reality. Specifically, the course addresses Modernism, including the theories and influences of Rationalism on today's visual communication and graphics, and Postmodernism, focusing on its main interpreters and contemporary visual communication.

The course also includes a module on "Contemporary Art History," designed as an introduction to the subject and a guide to understanding human history in relation to artistic creation. It provides the theoretical and practical foundations needed to understand hyper-contemporary art, starting from the post-war period as the birth of modern taste and thought, traversing subsequent decades, and arriving at the 1990s, up to its intersections with fashion, design, music, and virtual reality. The expected outcome is the development of personal critical thinking, as well as providing the tools necessary for the correct analysis and reading of a contemporary artwork. Analysing and studying the multifaceted online content related to the enjoyment of art, its works, and its virtual initiatives are essential goals of the course.

ISSE/01 – MARKETING 1

Marketing

The objective of this year-long course is to provide a solid theoretical foundation in the fundamentals of marketing, illustrating its recent evolutions and offering a specific focus on communication-related aspects. The course starts with basic concepts of micro and macroeconomics, moving on to analyse the interaction mechanisms between production systems, global market scenarios, and purchasing behaviour. The concepts of brand, segmentation, marketing mix, and the 4Ps represent the pillars of corporate marketing that students will need to know and independently re-elaborate. Significant space is also dedicated to the presentation of relevant case studies and the final course assignment, which involves the creation of a marketing plan.

ISDC/05 – WEB PROJECT MANAGEMENT

Web project management

The course addresses the development and management of web projects as the outcome of a system of relationships between contemporary digital languages, media, and technologies. Attention is focused on User Experience (UX) design and the interaction between humans and interfaces, with the goal of building coherent and functional visual narratives in digital

environments. Through the analysis of social platforms, apps, and web apps, students learn how to structure effective interaction paths, including through tools like digital customer journeys. Furthermore, the course introduces UX and UI design principles, basic visual layout rules, and the fundamental concepts of HTML5 and CSS3, which are essential for understanding the logic behind building and customizing a web page. By the end of the course, students will be able to confidently design and communicate digital interfaces, balancing aesthetics, functionality, and usability in their work.

ISME/03 – SCIENCES AND LANGUAGES OF PERCEPTION

Visual education

The course aims to train students to see, perceive, and manage images from an art direction perspective geared towards communication in its broadest sense. It provides the concepts and tools to observe and understand visual representations, produce them mindfully, and navigate the domain of images as broadly as possible. Specifically, photography and photographic images are at the centre of this part of the course. From proto photography to art photography, from reportage and photojournalism to amateur photography, and from scientific photography to so-called post-photography, the photographic language is examined from various perspectives. Lessons are based on concrete references to photographic images of various genres, analysed within their context regarding characteristics and strategies, alongside constant reference to contemporary visual culture. By the end of the course, students will be able to describe, analyse, and understand the communicative and expressive strategies of photographic language in its various forms, from early photography to post-photography; they will navigate the contemporary visual landscape more mindfully and possess the theoretical and stylistic knowledge necessary to effectively design personal visual and photographic narratives.

ISDC/05 – CORPORATE IDENTITY 1

Event design

The course teaches students to understand and consider the multiple aspects involved in developing complex event design projects, rendered even more challenging by the hybridisation of digital and physical elements. During the curriculum, the various elements and tools that must be mastered are presented, alongside managing relationships with the different specialists involved in the project through a necessarily transversal and multidisciplinary approach. Great attention is paid to issues concerning usability, accessibility for different types of users, resource management, and the relationship with the reference context of the project. Strategic analysis considers design and production costs, as well as contractual, bureaucratic, and regulatory aspects unavoidable in event organization; to this end, students are taught how to draft a business plan containing appropriate tools for monitoring and verifying results.

ISSU/02 – SOCIOLOGY OF COMMUNICATION

Sociology of communication

The course aims to make students aware of the symbolic, semantic, and communicative value of design within our social and consumer reality, enabling them to grasp current models and ongoing transformations. The first step involves presenting the theories and methods for applying socio-semiotics to brand communication (advertising, packaging, naming, web retail

outlets), to understand the logic governing the construction of meaning and brand/product value, as well as the key mechanisms of communication in contemporary consumer society. Working in groups, students are guided to conduct specific analyses on agreed projects and themes, experiencing how the analytical tools applied can and must also be used for design purposes, interpreting the reference socio-cultural scenario.

ISDC/02 – WRITING TECHNIQUES FOR THE MEDIA 2

Writing techniques for the media

The course covers the tools, concepts, and skills involved in design and communication activities. Through specific focuses on writing tools, particular attention is paid to identifying similarities and differences between the various usable media languages. Writing for the audiovisual market is not the same as writing for a print newspaper; similarly, operating in public institutional, private, or corporate communication requires a deep awareness of the specific nature of each environment. The goal of the course is to enable students to successfully navigate this theoretical and practical complexity.

ISDC/07 – DIGITAL IMAGE PROCESSING 2

Video design

The course provides an overview of the use of video products as tools for audiovisual communication, from its origins to the contemporary era. Audiovisual language is considered a combination of multiple languages: writing, photography, lighting, editing, sound, music, and graphics. The defining characteristics of each of these languages will be highlighted. Every lesson is supported by screenings and analyses of photographs, videos, and film excerpts; the course also includes practical exercise sessions using Adobe Premiere software, culminating in the presentation of a personal video project conceived, written, and produced entirely by the students. The objective of the course is for students to acquire the ability to independently recognize, analyse, and understand the dynamics of video communication in its different and changing forms, as well as to manage and create moving images.

THIRD YEAR'S DISCIPLINES

ISDC/04 – MULTIMEDIA APPLICATIONS

Multimedia applications

Through the analysis of audiovisual products varying in genre and duration (fiction films, documentaries, commercials, web videos, etc.), the course aims to offer an overview of the techniques used to transform an idea into images and sounds. Furthermore, during the course, each student will produce their own audiovisual product on a free theme, in which they can apply the learned techniques. The objective of the course is to provide the tools to understand the various stages through which an audiovisual product is constructed, from the initial idea up to the post-production phase, and to put these skills into practice by creating a free-theme video. Specifically, it aims to provide students with the ability to analyse and transform an idea into images and sounds, and to understand the various professional figures involved in the creation of an audiovisual product.

ISDC/05 – ART DIRECTION 2

Art direction

The course intends to delve into the visual language of communication from past eras to allow students to familiarise themselves with languages that still influence communication today. It will explore the shifts that have shaped society and the imagery that constitutes the context in which communication is embedded, reinterpreting them with today's tools, with the aim of increasing awareness of the present and expanding the visual and cultural references to draw upon during the creative process, as well as refining one's research capability and structuring conceptual connections. The course also includes the deepening and revisiting of graphic design and visual communication concepts, from Corporate Design to visual branding, and from infographics to environment graphics, with a view to providing students with all the methodological tools necessary for the final design of a communication campaign, required at the end of the academic programme.

ISDC/04 – MULTIMEDIA DESIGN

Multimedia design

The Multimedia Design course is aimed at training a professional figure operating in the design sector for multimedia platforms (web, web apps, apps). Thanks to the acquisition of a design and process methodology oriented towards digital communication, students will be able to dialogue with technical professionals or art directors, acting as a liaison and interpreter between worlds that are often too far apart. They will also be able to independently manage the project and development of a professional digital product.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Portfolio

The course aims to provide students with the necessary tools for designing their own identity image. Communicating oneself, one's intent, and one's identity is one of the key points of the course, starting above all from an in-depth analysis of the skills acquired during the programme of study. The course aims to give students a design methodology for building an identity image, starting from the theoretical concepts contained in brand identity design, up to the application of these concepts to the research of a personal brand identity. Students will be required to independently make stylistic choices for the creation of a personal portfolio, an indispensable tool for the professional world.

ISSE/01 – MARKETING 2

Marketing

The course completes and integrates the in-depth path started in the second year of the study cycle, revisiting the main theoretical-practical elements and placing them within the relationships and dynamics that occur between the general market context and industrial production. The objective of the course is to provide a solid theoretical and practical foundation in marketing, with a strong focus on skills that will allow students to manage marketing and media in an integrated way with the web, exploring cross-media and omni-channel strategies with a data-oriented, audience-centric approach and a strong focus on marketing strategy. All phases of activating a marketing and communication plan will be analysed through case

studies and experiences of professionals in the sector, which will allow students to effectively understand what it means to work in the Marketing departments of modern companies.

ISDE/03 – SYSTEMS DESIGN

Social media project design

The world of communication and marketing feeds on a continuous flow of innovation that arrives on devices in the form of ever-new content, formats, and methods of contact. It is a complex framework in relation to which it has become essential to have a mindset oriented towards the strategic analysis of the scenario, the definition of opportunities, and experimentation. The design approach is not only a methodological tool but also an applicative key to allow brands to structure diversified customer journeys. The course aims at the acquisition of analytical, strategic, and design skills to enable the development of effective, original, and consistent social media strategies capable of enhancing brands at every stage of the customer funnel. It is also an opportunity to discuss and question the future of social media and what prospects of connection, hybridisation, and integration are appearing on the horizon to trace the trajectories of change and intercept their fields of application.

ISDC/05 – COMMUNICATION DESIGN

Storytelling

The course aims to approach storytelling as a starting point for the design process to fully understand the target audience of the project, and as a communicative tool when the "product" is ready to be launched onto the market. The course will explore how incorporating narrative into graphic design is a fundamental concept for addressing the challenges of contemporary design. It will delve into the interaction between design, graphics, and narrative, focusing on the creation of effective communication and how to strike the right chord with the target audience. The key role of storytelling in design research and brand identity building will be explored. Finally, the importance of storytelling within the business and marketing context will be considered. By the end of the course, students should be able to independently design an effective storytelling strategy linked to any type of brand, being capable of developing a coherent narrative project that considers the multiplicity of personal narratives to which the individual product/website/brand is addressed.

ISDC/05 – CORPORATE IDENTITY 2

Corporate identity

The course addresses the construction of corporate identity using various disciplines during the design, coordination, and realization phases of the communication product. The educational pathway includes an initial theoretical and historical-analytical part which, through lectures, will lead students to acquire an in-depth knowledge of the graphic and communicative aspects that determine the perception and reputation of a brand by its audience. In the contemporary communication system, perception—often deeply emotional and instinctive—is becoming increasingly decisive, as the approval and success of a brand depend on it. The second part of the course, developed through technical-operational sessions, is instead dedicated to the development of a personal project aimed at creating a complete identity system for a product, a service, an organisation, or a company.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN DIGITAL COMMUNICATION DESIGN - Digital Strategy & Interaction Design

- **Title conferred:** I level Academic Diploma in Digital Communication Design.
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Progettazione e grafica ed editoriale (DIPL01)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Aurelio Tortelli
- **Coordination:** Christian Popodi

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The First-Level Academic Diploma in Digital Communication Design – *Digital Strategy & Interaction Design* – aims to train multidisciplinary professionals capable of combining theoretical content with concrete experimentation. The qualification is awarded to students who have acquired the following skills:

Knowledge and understanding

Knowledge relating to the fields of communication, sociology and semiotics, computer science and technology, digital marketing, and content management, useful for correctly interpreting the contexts in which they operate.

Competences in strategic planning applied to the digital context and design methodologies useful for communication campaigns and solutions that involve the use of innovative tools.

Knowledge in the field of multimedia and service design, to design smart solutions applied to communication design that are engaging for consumer communities.

Analysis and monitoring skills, which allow for the analysis of current scenarios and future trends, the evaluation of the actual alignment of implemented initiatives with communication objectives, and the implementation of any corrective measures.

Applying knowledge and understanding

Creative thinking skills useful for interpreting their role as communication designers with personality and courage.

Familiarity with the essential technicalities for carrying out various digital communication activities, through software packages and monitoring tools.

Ability to use IT and programming languages, along with teamwork skills and familiarity with digital project management and digital strategy tools.

Making judgements

Ability to analyse contexts, scenarios, and brands by drawing on verified data and authoritative sources, useful for a broad and deep understanding of the analysed topic.

Communication skills

Being able to actively listen to what is happening and what is being said around them, to subsequently develop messages and propose them to others, stimulating the same inclination for listening in the latter.

Learning skills

Ability to “learn how to learn”, primarily to acquire the logic and principles underlying the various contents to deepen knowledge and elements in a personalised way.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** Once they have obtained their Academic Diploma, graduates can find professional placement in a wide range of roles within the digital sector: digital art director, video maker, social media manager and copywriter, content creator, sound designer, as well as UX/UI designer, graphic designer, web marketing specialist, and digital/creative strategist.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISDC/01	Communication theory	4	1
ISDC/06	Layout techniques	4	1
ISDC/06	Video production techniques	4	1
ISDC/07	Digital image processing	4	1
ISDC/07	Basic computer science	3	1
ISDR/02	Methods and tools for representation	4	1
ISSC/02	History of visual communications	3	1
ISDC/02	Writing techniques for the media 1	4	1
ISDC/02	Brand communication	4	1
ISDC/03	Graphic design	4	1
ISDC/03	Graphic design of the image	4	1
ISDR/01	Techniques and languages of representation	4	1
ISDR/03	Project communication techniques	4	1

ISME/01	Methodology of design	4	1
ISME/03	Perception theory	4	1
ISSE/02	English for professional purposes	4	1
ISDC/07	Multimedia computing	3	2
ISSU/02	Sociology of communication	4	2
ISDC/02	Writing techniques for the media 2	4	2
ISDC/03	Photography	4	2
ISDC/04	Multimedia applications 1	4	2
ISDC/04	Digital video	4	2
ISDC/04	Multimedia languages and applications	4	2
ISDC/04	Digital productions 1	4	2
ISDC/05	Web project management	4	2
ISDC/05	Art direction	4	2
ISDE/03	Interface design	4	2
ISDE/03	Systems design 1	3	2
ISME/01	Methodology	4	2
ISSE/01	Marketing	5	2
ISSE/02	Professional business management	4	2
ISDC/04	Multimedia design	4	3
ISDC/04	Digital productions 2	4	3
ISDC/04	Multimedia applications 2	4	3
ISDC/04	Sound design	4	3
ISDC/05	Event design	4	3
ISDC/05	Information architecture	4	3
ISDE/03	Systems design 2	4	3
ISDE/03	Service design	4	3
ISME/01	Design elements	4	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISDC/02 – BRAND COMMUNICATION

Copy strategy

The course covers the fundamentals of modern and contemporary advertising, copywriting and the drafting of key concepts in communication, with a specific focus on digital and social environments. The knowledge and characteristics of the main touchpoints are explored in depth.

Students are invited to work in small groups to learn to produce communication materials, using an approach that replicated interaction patterns of a creative team in an advertisement agency. The course aims to provide the basis for creative thinking to grow and mature.

ISDC/07 – DIGITAL IMAGE PROCESSING

Illustrator

The course provides the essential theoretical and technical tools that are necessary for designing and realising graphic elements and compositions to use in communication designs. Practical exercise includes the use of Adobe Illustrator, the most widespread software in vector graphic. Classes include a theoretical/technical component that is then associated to a practical exercise to transform notions into skills. Students' assignments are then gathered in a portfolio as evaluation materials.

ISME/01 – METHODOLOGY OF DESIGN

Methodology of design

The course intends to provide students with the useful skills they need to define and develop a clear and shared communication project vision, articulated in a coherent strategy that makes effective use of solutions, tools and channels.

The course wants students to experiment for the first time the design process of a communication proposal, from the definition of a brand vision until it is fully articulated in terms of strategy and visual identity.

ISDR/03 – PROJECT COMMUNICATION TECHNIQUES

Art direction

The course provides basic understanding of advertisement and explores the necessary steps for the creation of an integrated communication campaign through the introduction to ATL (above the line) and BTL (below the line) marketing macro areas, training creative/strategic thinking.

The main objective of the course is to introduce students to the role of Art Director, by providing a global vision of necessary competences. The groundwork is being laid for the development of a professional figure capable of addressing and managing both other professionals they need to work with and a 360° integrated campaign through idea generation, critical thinking, strategic vision and production and presentation skills. Classes will be both theoretical and practical and the students will be assigned dedicated briefs to develop, enhance and apply the acquired knowledge.

ISDC/06 – LAYOUT TECHNIQUES

InDesign

The course allows students to acquire basic skills in what concerns layout, both for typographic projects (printed paper, flyers, billboards, posters) and digital ones (websites, banners, social media, apps). After a theoretical preliminary component, students are led through a training path to master the basics of graphic and layout design, using Adobe InDesign, to manage the different elements (texts, photos, illustrations, infographics, etc) to be harmonised within the overall framework of a project.

ISDR/01 – TECHNIQUES AND LANGUAGES OF REPRESENTATION

Photoshop

The course covers and explores the relationship with images through the morphological, graphical and iconographical analysis that serves as the foundation for the development of a visual culture. Through Adobe Photoshop, the acquired visual culture is developed practically, through images and shapes' rework, making it a daily tool in one's own design process.

ISDC/01 – COMMUNICATION THEORY

Social media strategy

The course aims to transmit to the class the essential elements to set communication strategies on social media, net of platforms' evolutions. The focus of the course will be the creation of detailed editorial plans for social media, through the definition of a social media strategy that accounts for the target, type of engagement required by the briefing, necessary tone of voice to set each communicative action. The course, moreover, will provide an analysis of the main practical elements needed to make a social media strategy reality (logistics, communication with the client, approval iter, crisis managements, moderation, etc.)

The final part of the course will be dedicated to the exploration of main professional roles in the field of social media.

ISDR/02 – METHODS AND TOOLS OF REPRESENTATION

Editorial graphic design

The course is meant to offer basic skills in the use of Figma to design and layout digital editorial content. Students will learn to create layouts for both desktop and smartphone, manage text fonts, positioning images and create reusable components. At the end of the course student will be able to create a functional prototype of a small website for both mobile and desktop use.

ISDC/06 – VIDEO PRODUCTION TECHNIQUES

Video editing

The course aims to provide the theoretical and practical tools to conceive, structure and organise multimedia content such as animations, video, text, audio and graphics, as well as their correct exportation.

Furthermore, it provides for the achievement of the ability to carry out a simple editing of a film using Adobe Premiere editing software.

ISDC/03 – GRAPHIC DESIGN

Infographics

The graphic design course focuses on the theme of infographics and guides students through the discovery of the principles and techniques to visually represent information. The objective is to transform complex data into clear, effective and immediate narrative and communicative forms.

Throughout the programme, lessons will alternate between theoretical moments and practical exercises, real cases' analysis and group activities, to offer a complete and dynamic learning experience. During the workshop sessions, students will begin to design their own infographics for the exam.

The educational objective is to provide students with a balance between theory, practice and design vision to comprehend the fundamental principles of visual communication and infographics; to analyse, synthesise and visually translate data and information; to use the main static and animated graphic applications; to focus attention on the narrative and informative dimension of design as a form of cultural and social communication.

ISDC/03 – GRAPHIC DESIGN OF THE IMAGE

Visual thinking & illustration

Creativity is a way of thinking, a proactive approach to searching new solutions and illustration can, effectively, be one of the most efficient ways to train it. During the course, students will explore how to design, methodologically and instinctively, an image, using illustration to reach the source of creativity and imagination, dealing with the various challenges that may arise when undertaking a creative project.

At the end of the programme, students will learn to recognise the communicative potential of illustration whilst creating, in the meantime, a solid visual culture and whilst developing their aesthetics sensibility and training their lateral and divergent thinking and finding their own creative voice.

ISSC/02 – HISTORY OF VISUAL COMMUNICATIONS

History of graphic design

The course explores the history of communication and its processes, facing it through a dual storytelling: history of graphic design and of typographical character.

The course will explore typography, print, graphic design, photography and visual communication in the wider context of technical-scientific, economical, industrial, artistic, philosophical evolutions of each epoch that changed its form, sense and content in time. The objective of the course is to provide an orientation guide to develop one's autonomous research on contemporary imagery.

ISDC/07 – BASIC COMPUTER SCIENCE

Computer science for digital design

The course allows students to acquire a solid basic and methodological knowledge in the fields of computer sciences. The techniques used for the digital processing of data, the knowledge of telecommunication networks and Web programming combine to shape the skills of the student who will operate within the world of digital communication. During the course, students will acquire practical knowledge and skills relating to hardware architecture and operating systems, network architectures, communication protocols, algorithms, programming languages, server-side and client-side technology, data structures and databases, cloud and IT infrastructures, and security. Theoretical concepts will be complemented by practical exercises.

ISDC/02 – WRITING TECHNIQUES FOR THE MEDIA 1

Writing techniques for the media

The course explores the techniques and languages of communication with a focus on the various possibilities on how to narrate content and services on media and digital platforms, to understand the different mechanisms of different channels and ways in which they can

communicate between them. The course is practical in nature, featuring both classroom-based and out-of-class exercises, with the aim of stimulating creative, strategic and interdisciplinary thinking, including through the exploration of various media formats such as films, TV series, comics and video games. The course also analyses the various applications of storytelling and the evolving opportunities offered by new technologies, with the aim of fostering a creative approach that is suited to the diverse possibilities for constructing a versatile world.

ISME/03 – PERCEPTION THEORY

Perception theory

The course provides students with basic elements of perception and communication theory, stimulating their critical and creative thinking through the thought on symbolic and expressive significance of shapes and colours. The emergence and exchange of ideas is thus favoured. These are then channelled in a project that indulges and values physiological, psychological and cultural aspects involved in visual perception. The course works on the concept of communication meant as comprehension of the recipient's needs instead of expression of one's own preferences and necessities.

This principle translates in a practical project in which students must appropriately harmonise forms, colours and symbolism to create a tailored product for a specific target audience.

ISSE/02 – ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD are realised in cooperation with My English School.

SECOND YEAR'S DISCIPLINES

ISSU/02 – SOCIOLOGY OF COMMUNICATION

Sociology of communication

The course aims to make students aware of the symbolic, semantic, and communicative value of design within our social and consumer reality, enabling them to grasp current models and ongoing transformations. The first step involves presenting the theories and methods for applying socio-semiotics to brand communication (advertising, packaging, naming, web retail outlets), to understand the logic governing the construction of meaning and brand/product value, as well as the key mechanisms of communication in contemporary consumer society. Working in groups, students are guided to conduct specific analyses on agreed projects and themes, experiencing how the analytical tools applied can and must also be used for design purposes, interpreting the reference socio-cultural scenario.

ISDC/04 – DIGITAL PRODUCTIONS 1

Extended reality & AI - AR, VR, mixed reality 1

This course aims to guide students through the endless possibilities offered by immersive and extended reality (XR) technologies – augmented reality (AR), virtual reality (VR) and mixed reality (MR). Each lesson will explore the potential of these technologies to transform the fields of design, art and marketing. Through case studies and practical examples, students will explore how these technologies can revolutionise the creative world.

By the end of the course, students will have gained a solid understanding of immersive technologies (XR: AR, VR, MR) and their potential in the fields of design, art and marketing. They will be able to critically analyse the applications of these technologies and imagine new creative scenarios. Through case studies and theoretical discussions, they will develop an informed understanding of the opportunities and challenges presented by AR, VR and MR, with a particular focus on the potential of AI and ethical and social considerations. They will then be ready to explore innovative concepts applicable to professional contexts.

ISDC/03 – PHOTOGRAPHY

Photography, history of contemporary art

The course aims to provide students with a theoretical and historical framework on the evolution of the aesthetics and technologies inherent to the language of photography, complemented by the acquisition of basic photographic techniques (the difference between analogue and digital, types and operation, exposure adjustment, depth of field and hyperfocal distance, lighting set-up, and post-production). Further study is devoted to presenting the dynamics, mechanisms and processes that currently govern the production, creation and marketing of photographic images in the digital multimedia market: to this end, students undertake a practical exercise in which they plan and execute a photographic visual project to be shared via commercial digital platforms.

The course also includes a module on "Contemporary Art History," designed as an introduction to the subject and a guide to understanding human history in relation to artistic creation. It provides the theoretical and practical foundations needed to understand hyper-contemporary art, starting from the post-war period as the birth of modern taste and thought, traversing subsequent decades, and arriving at the 1990s, up to its intersections with fashion, design, music, and virtual reality. The expected outcome is the development of personal critical thinking, as well as providing the tools necessary for the correct analysis and reading of a contemporary artwork. Analysing and studying the multifaceted online content related to the enjoyment of art, its works, and its virtual initiatives are essential goals of the course.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Digital project management

The course aims to develop effective skills and approaches relating to project management, risk management and people management.

Students will be guided to reflect on the specific elements that make up the project process. The course will feature a strong balance between practice and theory, enabling students to acquire the knowledge needed to manage their own work with a 'bird's-eye view'. Practical exercises will be linked to real-world projects undertaken by the students, to better anchor the content to the specificities of their field of study. By the end of the course, students will be able

to manage a project through the stages of conception, planning, execution, monitoring and control, and closure. They will be familiar with the main tools used for project planning and management and will be able to carry out risk analysis. They will also develop an awareness of the importance of people management for the effective management of stakeholders and teams. The practical aspect of the course will enable them to structure the project phases in line with the knowledge acquired.

ISDC/07 – MULTIMEDIA COMPUTING

Creative coding and programming

The Creative Coding e programming course explores the use of programming as a creative and design tool in multimedia communication. Students will be guided through the realisation of visual, interactive and audio works, developing an experimental approach to coding. Through practical exercise and theoretical moments, the course favours the understanding of computational logic, stimulating the ability to think and design dynamic, generative and interactive systems. The goal is to provide students with conceptual and technical tools to integrate programming into creative processes, promoting the interaction between aesthetic and technology.

ISDC/05 – WEB PROJECT MANAGEMENT

Web development

One of the core skills of a digital designer is the ability to play an active role in the development of a website. The course introduces the basic web languages, HTML5 and CSS3, providing the knowledge needed to create responsive web pages such as personal portfolios or brand landing pages. In addition to the technical aspects, the course will cover the history and evolution of the internet, as well as the typical working practices of design studios and digital agencies. By the end of the course, students will be able to bring a project online and communicate effectively with developers, understanding the role and potential of the web as a communication tool.

ISME/01 – METHODOLOGY

Design research

The course aims to make students aware of what Art Direction is as a method applied to research, conceptual strategy and creativity in the management and creation of a brand's visual identity. The analysis of the latest trends in design, graphics and the visual arts is therefore combined with practical exercises so that students achieve an appropriate level of stylistic autonomy, whilst equipping them with sound technical and technological know-how, encouraging research and experimentation, and consolidating their graphic and creative foundations. Students learn the method of iconographic research through the critical analysis of the visual work of an artist, photographer or illustrator, and must also be able to understand the essence of a style and interpret it.

ISDC/05 – ART DIRECTION

Digital art direction

The Digital Art Direction course aims to equip students with the tools needed to guide the strategic and creative process in all its complexity, as well as the processes and methodologies

required to create multi-channel communication campaigns, with a focus on all stages of research and strategic analysis, creative conception, design and the practical development of the communication strategy.

The course comprises an initial theoretical component, structured around both lectures and more dynamic, interactive sessions, alongside a practical and workshop-based component featuring regular reviews of projects created by students, based on briefs provided in class.

ISSE/01 – MARKETING

Digital marketing

The aim of the course is to provide students with a solid theoretical grounding in the fundamentals of marketing, highlighting recent developments, with a specific focus on the theoretical foundations and the most effective and up-to-date techniques for developing a modern marketing and digital communication strategy. The course covers all the core topics of contemporary marketing: an introduction to the concept of marketing, analysis of consumer behaviour and segmentation techniques, brand building, brand positioning, the marketing mix, and digital communication.

Ample time is devoted to the presentation of case studies and practical exercises, including the development of a marketing plan.

ISDC/04 – MULTIMEDIA APPLICATIONS 1

Mobile applications design

The course allows students to learn the main technical and business notions to design and realise digital product, specifically mobile applications. Through the study and analysis of existing applications, students acquire autonomy in the design and communication of a product in terms of business value, User Experience and User Interface. A panoramic on Android and iOS operating systems for app development is then provided.

The knowledge is then transformed into practical skills through workshop activities, consisting in designing an interactive app simulating the phases and complexity of developing groups' dynamics, encouraging students to come up with ideas and innovations that add value to the product.

ISDC/02 – WRITING TECHNIQUES FOR THE MEDIA 2

Content strategy

The course guides students' professional development from traditional copywriting to content design. Through a practical, workshop-based approach, it teaches advanced methodologies for designing and managing digital content, incorporating the informed use of generative Artificial Intelligence. The programme focuses on listening to the client and measuring effectiveness: students learn to assess the impact of writing across different channels and touchpoints (Web, social media, Email) using both quantitative and qualitative metrics, which are essential for improving the user experience and supporting storytelling.

The course sets itself the ambitious goal of imparting tools, passion and attention to detail in writing, particularly as applied to various digital contexts. Starting from the expression of a concept, the communications professional of the future must be able to consistently convey meaning across different touchpoints, thereby learning to structure increasingly complex and sophisticated advertising projects.

ISDE/03 – SYSTEMS DESIGN 1

Experience design

The “Experience Design” course introduces students to the fundamentals of user experience, taking an approach focused on understanding people, their emotions and the contexts in which they interact with digital products and services. The aim is to develop an initial critical awareness of what makes an experience meaningful, accessible and consistent.

By the end of the course, students will be able to understand the basics of Experience Design and the human-centred mindset, analyse how people perceive an experience (emotions, expectations, barriers) and conduct simple qualitative research (interviews, shadowing, contextual observation). They will be able to organise the information gathered using visual tools (empathy maps, personas, basic user journeys) and produce narrative representations of the experience (storyboards, scenarios, conceptual prototypes), integrating the principles of inclusive design into initial design choices and communicating the experience clearly through maps, narratives and concise visualisations.

ISDE/03 – INTERFACE DESIGN

UI design

The course explores the detailed design of user interfaces, transforming developed concepts into complete visual and interactive experiences. Students will learn to manage typography, colour, micro-interactions and layout, with a particular focus on usability, accessibility and design systems. The programme combines theory and practice to ensure the direct application of the principles learnt.

During the course, students will design layouts, mood boards and interactive elements, applying accessibility principles and following WCAG guidelines to create inclusive interfaces. By the end of the course, students will be able to understand the relationship between User Experience (UX) and User Interface (UI), apply interaction design rules and usability heuristics, and translate UX research into detailed, testable UI interfaces. The course also aims to create and manage a Design System using Atomic Design principles, structure information architecture and organise content effectively, and use UI design tools to develop responsive interfaces and rapid prototypes.

ISDC/04 – DIGITAL VIDEO

Digital video

The course aims to equip students with the tools to understand the fundamental aspects of audiovisual content production. From conception, based on the client’s requirements and the desired output, through to post-production. The course will address issues relating to the dramaturgical and interpretative aspects of audiovisual media across its various fields of application, as well as the sensitivity required for a creative overview to understand the practical and production-related aspects involved in the workflow. This will be achieved through the analysis of case studies relating to the fields of digital communication, the creative techniques and technologies used, and how these influence both the conception and production phases as well as the delivery of the final product.

The course structure is designed to revisit the fundamentals of video editing and filming theory using editing software (Premiere), before moving on to graphic animation (After Effects) and possible integrations with other programmes in the Adobe suite (Photoshop and Illustrator).

Finally, the course will provide an overview of the use of DaVinci Resolve and the principles of colour correction and creative colour grading.

ISDC/04 – MULTIMEDIA LANGUAGES AND APPLICATIONS

Engagement design

The concept of engagement focuses on the strategies and tools for managing, optimising and facilitating the relationship between the consumer (or user) and the brand, service or digital product, with a focus on all aspects of its content (visual, verbal and digital product).

The lessons alternate between theory and practice, with references to case studies and best practices: a case study will be provided for students to work on, starting with a brand, a service with a commercial identity or a digital product to build the 'Brand/Product system map' that will enable them to meet the challenge, namely how to design the strategies and content for a new, engaging digital product.

THIRD YEAR'S DISCIPLINES

ISDC/05 – INFORMATION ARCHITECTURE

Information design

The course covers the principles and tools of Information Design, with the objective to train designers capable of transforming data and complex content into clear, legible and significant visual systems. Through a multidisciplinary approach, students learn to organise, visualise and communicate information effectively, combining aesthetics, functionality and accessibility. Students work on infographics, data visualisation, maps, diagrams, complex information systems, both static and interactive. The course helps develop analysis, synthesis and visual storytelling skills, fundamental in designing communication tools that are useful in fields such as publishing, data journalism, culture, public administration, healthcare, sustainability.

ISDC/04 – MULTIMEDIA APPLICATIONS 2

UX & interaction design

The course focuses on user experience design and the interaction between humans and digital systems, placing the user's actual needs at the heart of the process. Through a theoretical and practical approach, students learn to design, prototype and test digital solutions that are functional, accessible, engaging.

Throughout the programme fundamental principles of User Experience Design, interaction models, browsing logics and digital behaviours are explored. Students work with current tools and methods (user journey, wireframe, interactive prototypes, usability tests), applying them to concrete projects, both individually and in team. The objective is to train designers who can design intuitive, engaging and inclusive interfaces and interactions, that can tangibly improve people's experience in using digital products and services.

ISDE/03 – SERVICE DESIGN

Service experience design

The course guides students through the advanced design of a service, exploring the relationship between digital channels, physical spaces and human interactions. Starting from

a structured brief, groups are guided in defining a coherent, fluid service system capable of adapting to people's needs, building on the skills and knowledge acquired in previous courses. The experience is approached from a systemic perspective: the project concerns not only interaction with a single interface, but the construction of an integrated ecosystem. Through maps, visual representations, communication strategies and multi-channel prototyping, students develop a comprehensive proposal that brings together processes, touchpoints and the service narrative.

ISDC/05 – EVENT DESIGN

Event design

The course teaches students to understand and consider the many aspects involved in developing complex event design projects, a task made even more challenging by the blending of digital and physical elements.

Throughout the course, students are introduced to the various elements and tools they need to master, managing relationships with the various specialists involved in the project through an approach that is necessarily cross-disciplinary and multidisciplinary. Great emphasis is placed on issues relating to usability, accessibility for different types of users, resource management and the relationship with the wider context in which the project is situated. Strategic analysis takes into account design and production costs, as well as the contractual, bureaucratic and regulatory aspects that are unavoidable in organising an event: to this end, students are taught how to draw up a business plan that includes appropriate tools for monitoring and verifying results.

ISDC/04 – SOUND DESIGN

Sound design

Modern forms of communication require the involvement of 'sound engineers' capable of overseeing the creation of audio content and conveying it effectively to the listener: the course aims to equip students with the necessary skills to approach this profession with a clear understanding of its demands. Starting with a brief historical and analytical overview, which highlights the significance of sound in its various forms as a key component of the human experience, the course programme allows students to explore (through lectures, guided listening workshops and technical-creative workshops) the various themes relating to sound perception, sound aesthetics, the composition of sound materials, the technologies used, and the creation of workflows optimised for artistic and production purposes.

ISDC/04 – DIGITAL PRODUCTIONS 2

Extended reality - AR, VR, mixed reality 2

Building on the topics covered in the second year, this course aims to provide specific knowledge of the design concepts behind immersive environments in Virtual, Augmented and Mixed Reality. It addresses issues relating to the usability of applications and their effectiveness across various fields of application: design, communication, entertainment and healthcare. Students will learn about the main devices and technological infrastructures currently available on the market. Various production methods and well-known applications and experiences are evaluated.

The aim of the course is to equip students with the technical, technological, design and usability knowledge needed to enable them to participate independently and proactively in corporate brainstorming sessions and the development of concepts for immersive environments. This entails mastering an appropriate technical glossary, acquiring a basic understanding of the history of virtual reality and the development of technological devices, learning about production pipelines, and developing an awareness of the practical usability of the immersive environments designed.

ISDC/04 – MULTIMEDIA DESIGN

Generative AI

The aim of the course is to provide the basic tools needed to understand and take the first steps in the multifaceted technological landscape that generative artificial intelligence is shaping. Students will learn to work with artificial intelligence and coding to create bespoke digital tools that fully exploit its potential. The course initially consists of a series of theoretical lectures, complemented by discussion sessions and classroom workshops designed to consolidate the knowledge acquired. The second part of the course will be dedicated to the development and review of group projects, aimed at stimulating the individual strengths of each student through a project-based learning approach.

Students will work in groups to create digital applications with user interfaces, capable of transforming specific inputs into text and/or images using artificial intelligence. The main objective of these applications will be to improve specific aspects of the students' design process.

ISDE/03 – SYSTEMS DESIGN 2

Digital visions

The course guides students in acquiring the tools to research, analyse and understand the complexity of contemporary society, by analysing trends, interpreting the data collected and developing possible scenarios, which are useful for developing innovative projects.

This process will enable students to learn a methodological and conceptual approach that allows them to tackle future design challenges, observe and understand the potential and critical issues of emerging technologies, and analyse current projects to hypothesise their future potential, experimenting with an approach that provides a vision of what the future will look like in 10 years' time and aligns the role of the designer with these visions.

Based on this research, students will develop innovative concepts (communication projects). The aim of the course is to acquire theoretical knowledge and practical skills in observing and understanding changes in the contemporary world, and, consequently, to design with a future-oriented approach. The course is structured into theoretical modules and practical workshop activities to be carried out in the classroom in working groups.

ISME/01 – DESIGN ELEMENTS

Creative strategies for digital communication

This module is a course in which students put into practice all the skills acquired over the three-year programme, working on a real-world project with a client and a commissioning party from the professional world.

The course focuses on the role of the digital communication designer, with the aim of developing a strategic and design-oriented approach to the activities required to conceive, implement and manage communication campaigns and solutions that harness the potential of digital technology. In this programme, creativity is the key strength: it is the main driving force behind proposing innovative, effective solutions that are consistent with the contemporary context.

Students will explore the tools and methodologies typical of digital communication, acquiring skills related to design business and the agile approach. All of this will be applied in a practical way to real projects and case studies, within a context that simulates authentic professional dynamics.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN INTERIOR DESIGN

- **Title conferred:** I level Academic Diploma in Interior design
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Design (DIPL02)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Marco Rainò
- **Coordination:** Walter Nicolino

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The Interior design first level Academic Diploma Course aims to prepare specialists to face concrete problems related to interior architecture: design homes, places of work, public places and exhibitions, tailored to any user.

The design approach is broad and transversal, including stylistic, ergonomic, technological, building, urban and social knowledge, with particular attention to design for all (design for extended users) and environmental sustainability.

Knowledge and understanding

Knowledge in the design of products, environments, interiors and skills in their realization through specific languages, drawing and presentation techniques; Knowledge and skills in project communication; Knowledge and skills in the scientific-technological field about the choice of materials and production procedures; Knowledge of semiotics, sociology and anthropology of design to be applied to the design of environments and interiors; Solid design culture and knowledge of the history of the arts and techniques.

Applying knowledge and understanding

Housing design; Planning workplaces (trade, offices, services, mixed functions), of public and exhibition spaces, including green spaces.

New and experimental spaces, generated by the set of knowledge that contributes to the training of the interior architect and the result of a broad and transversal design approach, which has care of design for all (design for extended users) and environmental sustainability.

Making judgements

The title is given to students able to use the critical, creative and analytical skills acquired to become free and independent professionals. Students must be able to collect and interpret data regarding the ability to define their own path, with a clear sense of direction to be taken in a project or in their professional future.

Communication skills

The qualification is awarded to students able to communicate projects related to interior architecture both to specialist interlocutors and to non-experts through presentation skills, self-awareness and self-understanding. Students will have to be excellent communicators capable of transmitting their professionalism in the workplace, as well as being able to express a cultural vision on the subject.

Learning skills

The qualification is awarded to students who have acquired the ability to “learn how to learn”, that is, to become aware of the personal tools which must be used to learn both during the years of study and in the performance of the professional activity. Students will have to be able to combine traditional methodological tools (textbooks, lectures) with the use of innovative approaches to the project and the process, with a high level of autonomy, such as the “design thinking”.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** Upon obtaining their Bachelor's degree, graduates may become: interior designers, visual interior designers (specialising in digital representation), exhibit interior designers (interior designers for cultural spaces), display interior designers (interior designers for retail), interior stylists (experts in space styling), social interior designers (focused on the social sector), furniture interior designers (furniture designers), and maker interior designers (experts in digital fabrication).

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISDE/02	Furnishing	8	1
ISDC/07	Digital image processing	4	1
ISDR/02	Descriptive and projective geometry	8	1
ISST/01	Physics for design	4	1
ISDC/05	Communication design	4	1
ISSU/01	Sociology of design	4	1
ISME/02	Basic design	8	1
ISSC/01	History of arts and techniques	6	1

ISDR/01	Techniques and tools for representation	4	1
ISME/03	Perception theory	4	1
ISST/02	Materials science and technology	4	1
	English for professional purposes	4	1
ISDR/03	CAD drawing	5	2
ISDC/03	Graphic design of the image	4	2
ISSU/04	Ergonomics	4	2
ISDC/01	Semiotics of design	4	2
ISDE/02	Space design	10	2
ISDR/03	Modelling	4	2
ISSC/01	History and culture of design	6	2
ISDE/02	Interior design	10	2
ISST/03	Production technologies	4	2
ISDE/02	Furnishing	4	2
ISDE/03	Systems design	5	2
ISDR/03	CAD drawing	4	3
ISDC/04	Integrated product design	4	3
ISDE/02	Space design	4	3
ISDE/03	Systems design	5	3
ISSE/02	Professional business management	4	3
ISDE/03	Product system design	10	3
ISDE/01	Product design	4	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISSC/01 – HISTORY OF ARTS AND TECHNIQUES

History of arts and techniques

The course aims to provide an initial overview of the themes that led to the development of design, architecture and the arts from the mid-18th century to the first decade of the 21st century.

This will be achieved through a chronological account of the history of design and architecture, which will be interwoven with constant references to contemporary events relating to socio-political history and the arts in their entirety (painting, sculpture, photography, music, cinema and literature), with the aim of equipping students with the ability to observe and comprehend, in all their complexity, the various elements that have directly or indirectly shaped the design choices pursued.

During the lectures, suggestions will be provided from time to time for students to explore the topics covered in greater depth independently, using texts, video materials, filmographies and exhibitions.

ISDE/02 – FURNISHING

Furnishing 1

The course explores the theories, methods and tools used in the field of interior design, exhibition space design, furniture design for both public and private spaces. First and foremost, the objective is to train students that can describe a space, an architecture or an object through intuitive representation tools (like collage or freehand drawing). Secondly, the aim of the course is to present the interior designer as a sensitive professional who observes, perceives and designs spaces, whilst taking human behaviour into careful consideration.

Students are offered a path of discovery, research of

Students are offered a journey of discovery, exploring the identity of a space through its furnishings, shapes, materials, colours and light, all those elements that bring true living to life and define the identity of one's home.

ISDC/07 – DIGITAL IMAGE PROCESSING

Digital image processing 1

Within the complex and eclectic panorama of contemporary design, characterised by digital tools and information technologies with a multidisciplinary focus, the training programme aims to offer effective tri-dimensional modelling tools.

Students acquire the first essential notions to guide them to the autonomous management of a digital interior design project. Theoretical classes will be followed by constant practical exercise that particularly focus on the communicative significance of the work produced.

ISME/02 – BASIC DESIGN

Space design 1

The course is designed to provide basic training for designers of environments and furnishing systems, with a particular focus on residential and communal interiors. The aim is to provide the knowledge and methodological tools required to carry out an interior design project in its entirety, from the conceptualisation of the idea through to its representation and communication.

Basic Design establishes a framework that encompasses the theory and physiology of perceptual phenomena, representation techniques (both analogue and digital), and an initial approach to the spatial layout and materiality of furnishing systems.

The practical part of the course revolves around a design workshop, within which students will undertake two interior design projects, with particular attention to the following stages: research and inspiration, analysis of the environmental and historical context, analysis and understanding of key historical figures in the world of interior design and design, research into materials, and representation using digital tools.

ISDR/02 – DESCRIPTIVE AND PROJECTIVE GEOMETRY

Descriptive and projective geometry

The course content covers the wide range and variety of methods, languages and tools that enable the geometric representation of forms, an indispensable aid throughout all stages of the design process. Specifically, the course aims to establish the scientific, theoretical and practical foundations of technical drawing, a discipline that constitutes the primary form of expression for every designer.

By the end of the course, students will be able to: understand the standardised methods of representation in descriptive geometry; recognise graphic conventions at different scales, both during the analysis and design phases; apply methods of graphic and written-graphic communication; interpret and identify geometric and architectural relationships within a space; represent existing structures and designs using standardised graphic techniques.

ISDC/05 – COMMUNICATION DESIGN

Graphic communication for design 1

The course focuses on exploring and discovering the design process through various media, enabling students to develop, in collaboration with a range of specialists, the coordination and creation of the communication product. Before moving on to using software, lessons focus on analysing the various components of the design process through group brainstorming and freehand sketching techniques.

From these foundations, the course moves on to digital techniques, initially focusing on sketching and image editing (Photoshop), before progressing to vector drawing (Illustrator) and layout design (InDesign). The intermediate exercises, in preparation for the end-of-course exam, are based on real-world case studies with the aim of testing and consolidating students' understanding of the individual aspects of the communication process for interior design.

ISDR/01 – TECHNIQUES AND LANGUAGES FOR REPRESENTATION

Languages for digital representation

The course explores techniques for representing interior spaces and furnishing systems, whilst also providing a critical framework for understanding the complexity of the designed form as the result of various dynamics—both practical and conceptual and cultural. The aim of the course is to introduce Interior Design as a discipline capable of bringing together, within a single environment, the quality and compositional beauty of all the arts. This aim is achieved by acquiring the sensitivity and tools to use the most common techniques and languages of representation critically and communicatively, as a preparatory phase to the design of spaces and systems. In this way, students develop their own sensitivity to imagine original interior spaces.

ISST/01 – PHYSICS FOR DESIGN

Architectural drawing

The course covers the fundamental principles of mathematical physics and applied physics, with a view to applying the knowledge gained to the design phase. It explores the scientific, theoretical and practical foundations of the specific language of physics, as well as the knowledge and tools required to assess the structural, mechanical and performance characteristics of materials and structures relevant to the world of interior design. Furthermore,

with a view to broadening the course's thematic scope and its potential applications within the field of interior design, the module covers historical concepts relating to the relationships that have developed over time between the advancement of the physical and mathematical sciences and innovation in the fields of industrial design, art and design.

ISST/02 – MATERIALS SCIENCE AND TECHNOLOGY

Materials science and technology

The course aims to introduce students to the materials that make up a space, considering their physical and chemical properties and production methods.

Through lessons that make use of handouts, face-to-face discussions, video contributions and samples of materials and construction systems, students can develop critical skills for the research, experimentation and use of materials capable of meeting the specific requirements of potential design contexts. The course enables students to acquire technical, perceptual and relational skills relating to the range of traditional and innovative materials, their fields of application and the main artisanal and industrial transformation processes, with particular attention to the possibilities offered by new technologies and digital fabrication.

ISME/03 – PERCEPTION THEORY

Perception theory, introduction to visual culture

The first module of the course aims to provide the basic elements of the theory of perception in communication; to stimulate critical and creative thinking through reflection on the symbolic and expressive meaning of shapes and colours; and to encourage the emergence of new associations as well as the exchange of ideas, whilst seeking to give them form.

The second module aims to stimulate discussion through a presentation of the relationship between image, word and space, comparing the worlds of fashion and cinema. It highlights the importance of the creative process as the driving force behind the analysis and development of the socio-cultural elements of the contemporary world in which we live and with which we seek to engage. The presentation emphasises interdisciplinary ability, understood as 'cultural curiosity', to link seemingly disparate fields, yet capable of charting a specific path and effectively defining one's own personal creative and, indeed, imaginative aspects.

ISSU/01 – SOCIOLOGY OF DESIGN

Sociology of design

The course offers an overview of the humanities and social sciences as applied to design, with a focus on experimentation and the critical analysis of real-world contexts. Attention will be paid to the social role of inhabited spaces, interiors and product design, understood as cultural mechanisms capable of influencing behaviour, relationships and the collective imagination.

The course will alternate between theory, opportunities for discussion, debate and group discussion based on case studies, design examples and real-world contexts, culminating in practical fieldwork. The aim is to learn and experiment with analytical and research techniques and to develop a critical understanding of usage dynamics, social relations and the ways in which space is appropriated.

Through an interdisciplinary approach, the course will explore the relationship between design, the built environment and the product, analysing how designed objects and spaces influence social, cultural and political dynamics. The aim will be to engage the class in reflecting on how design shapes the urban experience and contributes to processes of inclusion, exclusion and social transformation.

The course aims not only to provide analytical tools for understanding social and cultural contexts, but also to stimulate critical reflection on the role of design in shaping environments, interiors, everyday experiences and human relationships.

ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD. are realised in cooperation with My English School.

SECOND YEAR'S DISCIPLINES

ISDR/03 – CAD drawing

CAD drawing

The course content covers all areas of research and experimentation useful for developing innovative products within furniture design, as well as interior architecture, exhibition design, and street furniture.

The ultimate objective of the course is to impart all the skills necessary to use increasingly widespread computer-aided design tools, specifically AutoCAD, one of the most widely used software packages for digital technical drawing. By the end of the course, students will have acquired the skills and developed their own "modus operandi", enabling them to effectively understand and manage all phases of a digital project. This will allow them to produce complex two-dimensional technical drawings to complement the other graphic techniques they have already mastered.

ISDE/02 – INTERIOR DESIGN

Integrated interior design 1

Building upon the tools acquired during the Basic Design course in the first year, the design aspects relating to the domestic environment are expanded and explored in greater depth. The module focuses on further fundamental theoretical and operational scientific principles for designing interiors, as well as public and private exhibition spaces. Space has always expressed a cultural meaning even before a functional one. Interior design increasingly requires designers to have a broad, multidisciplinary professional background.

The course therefore offers a conceptual approach to design, blending it with the development of practical skills through a vision of contemporary architecture.

ISDE/02 – FURNISHING

Furnishing 2

The awareness gained during the first academic year is deepened and extended during the second year. Different design directions in furniture are analysed as fields of research and experimentation for selecting innovative products in response to the contemporary complexity found within social, cultural, and production spheres.

The synthesis between a careful interpretation of reality and the cultural inclination towards design, which every student is encouraged to develop, translates into integrated design research aimed at combining quality and complexity.

ISSU/04 – ERGONOMICS

Ergonomics

The course analyses a fundamental discipline for design, providing technical knowledge on the main variables and different approaches to ergonomic issues, identifying all possible operational solutions.

Students learn to master the technical "vocabulary" through the explanation of key reference paradigms, such as usability, anthropometry, percentile, and space of use.

Furthermore, the most widespread ergonomic methodologies are analysed and applied during the course. Design space is considered not only from a static perspective but also a dynamic one, as a system of complex relationships.

Students are stimulated in the creative process to enhance their design journey considering the potential needs and requirements of different systems, gaining the ability to design a space tailored to a specific user base.

ISSC/01 – HISTORY AND CULTURE OF DESIGN

History and culture of design, History of furniture and product, History of contemporary art

The course addresses the evolution of design throughout the 20th century, starting from the origins of the discipline at the end of the 19th century up to prospects for the new millennium. Through an overview of the prominent figures and events in the history of the discipline, the lectures focus on the fields of furniture, space, and product design, examining, where necessary, the relationship between these areas and other fields of design and artistic production. Alongside more traditional themes and figures, space is dedicated to the most experimental episodes in the history of design, which are essential for building an open and transdisciplinary interpretation. The topics are approached chronologically to construct a narrative that is as linear as possible, paying particular attention, where feasible and useful, to the differences between potential approaches to the production of one's design (comparing them with contemporary perspectives).

Taught lectures are complemented by practical exercises and case study presentations, aimed at encouraging students to develop an analytical and critical approach, useful for placing trends, figures, and projects within their relevant social, economic, and historical contexts.

The objective of the course is to provide students with the information and tools needed to critically question the projects and designers that have contributed to building, expanding, and consolidating the very concept of design, laying the foundations for contemporary design approaches.

ISDC/01 – SEMIOTICS OF DESIGN

Semiotics of design

The course sets out to illustrate a way of thinking and arguing, explaining and understanding the human and social world.

Presenting itself as an exploration of the mechanisms of signification and communication, the subject aims to offer a general grammar of semiotics, with a commitment to consciously embedding it into the design phase. Domestic environments and materials are investigated through the tools of semiotics, examining how they fit into the communication flows that constitute the essence of the social body and what effects they have on it, but above all, how they can be integrated into design practice. The analyses allow for the evaluation of the various elements that determine the effectiveness or ineffectiveness of an object in relation to its use, and the tracing of the narrative schema underlying the signification of space.

On this basis, central importance is placed on the analysis of materials, exploring the meanings that different materials have held throughout the history of human culture, followed by the analysis of living and dwelling. This aims to investigate and unravel the symbols that have invested living with values over time, and to develop a critical perspective on the many spaces we embody and consume.

ISDE/02 – SPACE DESIGN

Green space design, space design 2

The first module of the course aims to provide the cultural and technical tools necessary to tackle the design of outdoor spaces in relation to interior environments. Throughout the educational pathway, the outdoor design specialism is explored in depth, understood as an area of research and experimentation for developing innovative products and visions in relation to contemporary social, cultural, and environmental aspects. In particular, focus is placed on the design of private green spaces such as gardens, terraces, and corporate green areas, addressing project representation and introductory elements of ornamental botany. Furthermore, themes regarding the application of the most advanced technologies related to plant matter are explored, alongside illustrations of techniques for creating living walls and green roofs (vertical greening and roof gardens), currently one of the most highly regarded frontiers in contemporary urban furniture. The design integration of greenery within interior spaces is also examined in detail.

The second module is conceived as a sequence of design experiences to be achieved through drawing, which is understood as a tool for observation, investigation, and design experimentation. By the end of the module, students must demonstrate the ability to construct a coherent project narrative through simple drawings and conceptual models.

ISDE/03 – SYSTEMS DESIGN

Sustainable processes design

The course covers the methods of analysis and information processing created to plan, organise, and manage the process leading to the creation of spatial exhibition layouts and furniture systems for interior environments.

Specifically, the objective of the course is to impart a culture of sustainable design and a critical sensitivity towards environmental issues through learning different design strategies. The

course aims to offer a competitive and strategic technical-scientific preparation within interior design, from a circular economy perspective, providing the tools necessary to enhance environmental performance.

ISDR/03 – MODELLING

Modelling lab

The course aims to provide students with the skills necessary to represent their projects through scale models. Starting with the experimentation of various manual techniques, concepts useful for creating files suitable for the main CNC (computer numerical control) machinery are then introduced: laser cutting, 3D printing, vinyl cutting, and CNC milling. The primary objective of the course is to equip students with the necessary skills to create scale models of interior designs and furnishing accessories. Students will acquire both manual and digital skills to integrate traditional craftsmanship with CNC technologies.

ISDC/03 – GRAPHIC DESIGN OF THE IMAGE

Graphic communication for design 2

The course considers the fundamental elements that characterise graphic language in both its analogue and digital modes. It is designed as an ideal continuation of the first-year Communication Design course.

During lectures, the use of Photoshop is explored through the analysis of its most advanced functions, alongside Illustrator for vector graphics and InDesign for digital publication formats. The purpose is to teach how to orchestrate a complex project presentation composed of physical two- and three-dimensional elements (printed boards, brochures, models), static and moving virtual elements (slides, videos, and animated GIFs), and sensory elements (sound, scent, touch).

ISST/03 – PRODUCTION TECHNOLOGIES

Parametric modelling

The course addresses the technical and operational developments introduced today by the most advanced digital representation technologies. The objective is to enable students to acquire the skills necessary to use RHINOCEROS, a "NURBS" (Non-Uniform Rational Basis-Splines) mathematical modeller that forms the core of complex surface modelling software packages.

One of the aims of the course is to provide the tools and techniques required to quickly 3D model all elements of architecture, design, and interior architecture, while also fostering an understanding of how the production processes that generate them are developed.

THIRD YEAR'S DISCIPLINES

ISDE/03 – PRODUCT SYSTEM DESIGN

Spatial systems design

The year-long Product-System Design course offers third-year students a systemic vision of interior design. Within this framework, projects stem from an investigation of the social context

and user needs, identifying constraints and opportunities for intervention, to define a spatial quality characterized by a clear language and a targeted level of innovation.

Alongside the classic themes of the discipline—such as the pursuit of spatial quality and the correct, eloquent use of materials—the course introduces an open approach towards aspects of contemporary life that increasingly influence our living environments. These include the hybridisation of functions and the critical use of technology in both environmental comfort management and design and manufacturing processes.

The objective of the course is to tackle a series of design themes characterised by increasing complexity. These require an ability to synthesise the subjects covered in previous years, alongside a critical and creative exercise aimed at interpreting the intricate aspects of contemporary life, particularly in the second part of the course, during which the coordination of the Class Thesis project is developed.

ISDR/03 – CAD drawing

Digital image processing 2

The course covers the graphic and illustrative aspects that enable immediate, evocative, and realistic communication of the architectural project.

Students are enabled to produce three-dimensional models of interior environments using parametric elements, from which they can extract detailed sheets with the aid of infinite 2D and 3D visualisations.

Proficiency in the software allows students to participate professionally in design teams developing large-scale projects, thereby interfacing with a working methodology that is already standard practice on the international stage.

ISDE/04 – INTEGRATED PRODUCT DESIGN

Integrated furniture design 1

The course aims to bring together the set of skills required to provide technologically appropriate solutions for interior projects, tracking every stage of development from the design to the prototype, right through to the final product.

To this end, the course provides a comprehensive overview of all the elements (retail price and production cost, materials and technologies, social conditions of production, and consumer appeal) which, when integrated into a system, determine the success of a custom furniture product. These factors are mainly grouped into macro-areas relating to the spheres of sustainability and the circular economy.

As a final examination, students will be required to conceive and design a contemporary piece of furniture, adopting technologically appropriate solutions and following the various stages of project development, from its transformation into a prototype to the final product.

ISDE/02 – SPACE DESIGN

Space design 3

The course offers scientific, methodological, and operational content relating to the field of interior architecture design. Selected lectures cover specific and technical topics such as lighting, materials, building services, technology, and specifications/bills of quantities. During the year, specific guest lectures delivered by external professionals or technicians will be organised, alongside educational site visits to construction projects and companies.

The objective of the course is to refine students' critical and design skills through theoretical and subsequently practical work on environmental design themes. The course aims to enrich their technical and creative toolkit, also in preparation for their thesis, which represents the final synthesis of their degree programme.

ISDE/01 – PRODUCT DESIGN

Integrated furniture design 2

The course focuses on the fundamental theories, methods, and techniques for designing a furniture system. Throughout the module, students develop the skills required to manage a project in its entirety.

Beginning with research into the end user of the furniture product and an analysis of the general context, the course progresses to identifying the social and cultural needs of the target audience. The final phase of the programme is dedicated to implementing the technological and production processes necessary to manufacture the product.

These processes begin with the drawing of preliminary sketches, move through refinements of style and volume, and culminate in the development of the layout and graphics for the product's explanatory presentation boards. The course concludes with the creation of a furniture project based on a brief provided by the lecturer.

ISDE/03 – SYSTEMS DESIGN

Integrated interior design 2

The course aims to provide tools, knowledge, and skills that enable the development of managerial, coordination, planning, and administrative capabilities, thereby creating a systemic and integrated vision of design. The specific focus concerns the main design paradigms for workplaces. Knowledge of ergonomics acquired in the first year is revisited and applied, expanded by information on specific reference regulations (the Consolidated Health and Safety Act, architectural barriers, fire prevention, acoustics, etc.). During the academic year, numerous practical exercises are carried out, focusing on the redesign of organic spaces for diverse work activities (hospitality structures, catering, offices, multi-purpose centres, etc.). At the heart of the design process is the study of the user as the end-consumer of the workspace. The course also provides introductory notes on how to submit planning permissions and compile estimated bills of quantities (and/or specifications).

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Professional business management, project communication

The course aims to equip students with the ability to plan, present, and manage issues relating to professional practice and "project communication" using both tangible and intangible creative methods. In this sense, several professional tools and specific techniques are presented and explored in a laboratory format to build a brand identity portfolio and to design a "workbook" to present to potential clients. The narrative journey of analysing one's own brand is guided through the drafting of complex storyboards, mind maps, and organisational charts inherent to the creative, ideational, and communication processes.

During the course, students deepen the methodological foundation required to "dialogue" with potential clients, define target audiences, and coordinate the presentation process of their

IAAD.

projects, culminating in the design of a personal portfolio capable of linking analogue and digital media through a communication plan.

The construction of the portfolio begins by identifying the specific needs of each student, followed by identifying scenarios and drafting the communication strategy and related editorial plans to manage the updating, dissemination, and promotion of activities, services, and performance.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN PRODUCT DESIGN

- **Title conferred:** I level Academic Diploma in Product Design
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Design (DIPL02)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Marco Maria Pedrazzo
- **Coordination:** Davide Negri

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The first level Academic Diploma Course in Product design aims to provide students with the ability to manage the cross-disciplinary language currently required by the market. Over the three-year programme, the multiple aspects defining contemporary product design are explored in depth, offering diverse experiences aimed at understanding its complexity.

Knowledge and understanding

Knowledge within production, sociological, semiotic, and psycho-cognitive fields, useful for correctly interpreting operational contexts.

Knowledge of the main materials and their relevant processing technologies within both manufacturing and industrial sectors.

Project planning skills, including systemic approaches aimed at network creation, and the management of the various stages of the design process.

Applying knowledge and understanding

Ability to work in team and familiarity with project management tools.

Skills aimed at the three-dimensional modelling of one's own project for its representation and production. Representation skills through sketching, geometry, photorealism and graphics.

Making judgements

Ability to carry out a preliminary analysis of the project context, as well as the ability to evaluate the overall quality of a project or product through different variables. These variables include: the production process, materials, market, and cost.

Communication skills

Ability to manage time and space when communicating design intents, from both a visual and verbal perspective. Awareness of the core components involved in communicating one's design intent.

Learning skills

Ability to summarise information into key points to translate it into design insights.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** The three-year programme offers the opportunity to explore and experiment with many aspects of the profession, providing a 360-degree overview of the vast and diverse world of Design. This enables students to understand their own design identity and fully express their talent, choosing from various graduate profiles. Graduates will be equipped to work either as freelancers or within a corporate environment, taking on roles such as designers in technical or art direction departments, marketers, concept designers, product engineers, or three-dimensional modellers.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISDC/01	Semiotics of design	4	1
ISDC/07	Digital image processing	4	1
ISDC/07	Computer science for design	4	1
ISDR/02	Descriptive and projective geometry	8	1
ISSC/01	History and culture of design	6	1
ISST/01	Physics for design	4	1
ISDE/01	Design	10	1
ISDR/01	Techniques and languages for representation	4	1
ISME/02	Basic design	8	1
ISME/03	Perception theory 1	4	1
ISSE/02	English for professional purposes	4	1
ISDC/07	Communication technologies	4	2
ISSC/01	History and criticism of contemporary design	6	2
ISSU/04	Ergonomics	4	2
ISDC/03	Graphic design of the image	4	2
ISDC/04	Multimedia design	3	2
ISDE/01	Product design 1	8	2

ISDE/03	Product system design 1	4	2
ISDE/04	Integrated product design 1	5	2
ISDR/03	Rendering	4	2
ISDR/03	Operational drawing	4	2
ISME/03	Perception theory 2	5	2
ISST/03	Innovative processes and materials	5	2
ISST/03	Product life cycle assessment	4	2
ISDE/01	Product design 2	8	3
ISDE/02	Space design	5	3
ISDE/03	Product system design 2	8	3
ISDE/03	Systems design	4	3
ISDE/04	Integrated product design 2	4	3
ISDE/04	Product engineering	4	3
ISSE/02	Professional business management	4	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISSC/01 – HISTORY AND CULTURE OF DESIGN

History of arts and techniques

The course aims to provide an initial overview of the themes that led to the development of design, architecture and the arts from the mid-18th century to the first decade of the 21st century.

This will be achieved through a chronological account of the history of design and architecture, which will be interwoven with constant references to contemporary events relating to socio-political history and the arts in their entirety (painting, sculpture, photography, music, cinema and literature), with the aim of equipping students with the ability to observe and comprehend, in all their complexity, the various elements that have directly or indirectly shaped the design choices pursued. During class, students will be given suggestions on how to independently delve into the discussed themes, using texts, videos, filmography, exhibits.

ISDR/01 – TECHNIQUES AND LANGUAGES OF REPRESENTATION

Morphology

The nature of an object's form can depend on many factors according to the design intent. During the course, various examples of everyday objects or icons from design history will be analysed and taken into consideration to study and understand the marriage between form, function, and aesthetics.

Several brief design projects will be developed to explore forms and three-dimensionality, thereby enabling students to acquire the ability to transfer and communicate their ideas with accurate perspective control and formal execution. The objective of this discipline is to achieve graphic maturity in the use of drawing as an expressive tool, creating forms that respond to specific emotional and functional needs.

ISDC/07 – COMPUTER SCIENCE FOR DESIGN

Graphic presentation tools

Through the study of primary graphic tools, such as typefaces, layout grids, and image types, this course analyses the layouts and styles of well-known brands on the international scene, with a particular focus on the narrative and storytelling aspects of the product through graphics. Practical exercises will alternate with research into selected case studies from the world of product design, straddling the line between artistic practices and contemporary design.

ISDC/07 – DIGITAL IMAGE PROCESSING

Photoshop and Illustrator

The course provides advanced knowledge of Photoshop and an overview of Illustrator. The syllabus spans various fields, demonstrating the potential of the different software when applied to sketching, digital rendering, image alteration, photo retouching, and graphic layout. Throughout the module, theoretical explanations alternate with practical exercises to assimilate the various software tools. Common-use products are examined as case studies, and short creative design projects will also be carried out to train speed of execution, graphic communication, and emotional impact.

ISME/02 – BASIC DESIGN

Basic product design

The course represents one of the fundamental educational and training areas within the design sector. All aspects relating to the creation of formal entities, structures, and spatial systems are addressed both theoretically and experimentally, using diverse design methodologies and an interdisciplinary approach. Furthermore, the properties of materials, colour and light involved in product creation are considered.

The specific learning objective is the conceptual development, study and design of objects, in accordance with the possibilities offered by the various materials and production techniques available, and in relation to different market contexts.

ISDR/02 – DESCRIPTIVE AND PROJECTIVE GEOMETRY

Geometric representation, Rhinoceros 1, Keyshot 1

The course addresses technical drawing in its broadest sense, presented to students as a fundamental tool for ideation, construction, verification, and the executive definition of the designed form. To give visual shape to a project effectively and formally, students are taught the fundamentals of descriptive geometry (orthographic projections, axonometry, and perspective) through an approach closely linked to the professional sphere. Descriptive geometry is treated as the primary and preparatory tool for all representation techniques used during the stages of the design process: from the initial analysis stages (ideational sketching), through the intermediate review stages (project discussion during design reviews, three-

dimensional digital modelling), up to the technical-graphic output of the presentation stages (presentation rendering) and production (technical drawings). The disciplinary content of digital geometric representation covers the set of methods, technical languages, and conceptual and technological tools that allow for a rational graphic depiction of form, supporting all stages of the design process. For this reason, after familiarising themselves with the basic tools for 3D modelling in the first semester, the subject focuses during the second semester on acquiring and deepening other three-dimensional modelling techniques, such as 3D drawing, the creation and modification of complex 3D objects, and photorealistic rendering techniques. The objective of the discipline is to acquire a knowledge of the software that allows students to model and prototype objects with moderately complex geometries.

ISST/01 – PHYSICS FOR DESIGN

Elements of static design

The course aims to provide students with the necessary tools to learn the basic principles of statics, its relevant diagrams, deflected shapes, and stress diagrams.

Calculation examples will therefore be developed on simple structural diagrams that simulate the stress conditions of certain everyday furniture items or objects, and the cardinal equations of statics will be addressed. Furthermore, a significant part of the course is dedicated to the technical and constructive solutions of joints and structural parts, giving importance not only to the functional aspect, exploring joints as complex points requiring structural attention, but also to the aesthetic one. Finally, the most common materials used in structures and furniture are presented and their different properties explained, to make students increasingly aware of the range of existing possibilities.

ISME/03 – PERCEPTION THEORY 1

Perception theory, oral presentation tools

The course aims to provide students with the core elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meaning of forms and colours. This fosters the development of a design approach that accommodates and enhances the physiological, psychological, and cultural aspects involved in visual perception. Work is carried out on the communication project, understood as understanding the recipient's needs rather than as an expression of one's own preferences and requirements.

This principle is applied in a practical project where students must appropriately harmonise forms and colours, their symbolism, and the additional options allowed by the interference between phenomenological reality and perceptual reality (stereotypes, optical illusions, etc.) to successfully create a product tailored to a specific target audience. The course aims to provide a methodology for the correct presentation of a design project. Through a path that also analyses other narrative forms, the course aims to guide students towards a presentation method that best enhances the technical aspects of their projects, while simultaneously managing to engage through a coherent, sequential, and, ideally, compelling narrative. Furthermore, notions of brand identity will be covered so that they can be used correctly when their project concerns a specific brand.

ISDE/01 – DESIGN

Design process

Presentation and in-depth study of the design process and the techniques required to use it correctly.

The design process is a collaborative, iterative, and user-centred approach that unfolds in a non-linear cycle of improvements and implementation, until deemed suitable, at each stage of the project iteration. The overall goal is to meticulously define the KEIs (Key Experience Indicators) which ultimately become the benchmark for the success of the design efforts. These indicators are qualitative and require an extensive process of exploration. There are four main activities in the design process course: discover, meaning getting to know the target user and context; imagine, to translate research insights into potential solutions; build, turning potential solutions into tangible material from rendering to mock-ups; evaluate, listening to feedback from potential clients and defining valuable insights to improve the product.

ISDC/01 – SEMIOTICS OF DESIGN

Semiotics of design

The course sets out to illustrate a way of thinking and arguing, explaining and understanding the human and social world.

Presenting itself as an exploration of the mechanisms of signification and communication, the subject aims to offer a general grammar of semiotics, with a commitment to consciously embedding it into the design phase. Domestic environments and materials are investigated through the tools of semiotics, examining how they fit into the communication flows that constitute the essence of the social body and what effects they have on it, but above all, how they can be integrated into design practice. The analyses allow for the evaluation of the various elements that determine the effectiveness or ineffectiveness of an object in relation to its use, and the tracing of the narrative schema underlying the signification of space.

On this basis, central importance is placed on the analysis of materials, exploring the meanings that different materials have held throughout the history of human culture, followed by the analysis of living and dwelling. This aims to investigate and unravel the symbols that have invested living with values over time, and to develop a critical perspective on the many spaces we embody and consume.

ISSE/02 - ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD. are realised in cooperation with My English School.

SECOND YEAR'S DISCIPLINES

ISDE/01 – PRODUCT DESIGN 1

Product identity, product development

The course, developed in two modules, explores the theme of branding and merchandising in the world of product design.

The course explores in depth the role of the product designer, who designs products by leveraging the elements that constitute a corporate identity or a narrative component. Consequently, graduates qualify to cover every single stage of product creation, from the initial concept through to its communication.

The objective of the course is to provide the necessary skills to train a designer capable of creating and revising digital imagery, designing functional elements and, in particular, exploring the relationship between visual identity and the coordination of the various applications of a brand or mission. The designer must acquire an excellent understanding of communication strategies and, at the same time, be able to navigate the fields of visual design and advertising.

ISDR/03 – RENDERING

Rhinoceros 2, Solidworks

The course covers the study of the main advanced modelling software. The first module explores in depth the tools for advanced and organic modelling of surfaces on Rhinoceros. The course therefore explores techniques for continuous modelling and for product design using advanced aesthetic mathematics and provides tools and guidelines for drafting technical and functional drawings.

Finally, the course will cover parametric modelling in SolidWorks. Tools for sketch and constraint based solid modelling will be provided; top-down and bottom-up modelling techniques for surfaces and freeform and shared cloud modelling strategies to realise complex multi-component assembly will be explored in depth; tools to simulate mechanisms and constraints between components of a product will be provided.

ISDE/03 – PRODUCT SYSTEM DESIGN 1

Product system 1

The course aims to provide a basic training into the framework of project disciplines, both theoretically and operationally. The objective at the end of the course is to provide students with the founding methodological core to operate competently throughout all executive phases of the project; the humanities for the interpretation of social and cultural contexts in which the design products are placed; the tools and techniques for morphological, material and functional representation of the product.

ISSC/01 – HISTORY AND CRITICISM OF CONTEMPORARY DESIGN

History and culture of design, history of furniture and product, history of contemporary art

The course addresses the evolution of design throughout the 20th century, starting from the origins of the discipline at the end of the 19th century up to prospects for the new millennium.

Through an overview of the prominent figures and events in the history of the discipline, the lectures focus on the fields of furniture, space, and product design, examining, where necessary, the relationship between these areas and other fields of design and artistic production. Alongside more traditional themes and figures, space is dedicated to the most experimental episodes in the history of design, which are essential for building an open and transdisciplinary interpretation.

The topics are approached chronologically to construct a narrative that is as linear as possible, paying particular attention, where feasible and useful, to the differences between potential approaches to the production of one's design (comparing them with contemporary perspectives).

Taught lectures are complemented by practical exercises and case study presentations, aimed at encouraging students to develop an analytical and critical approach, useful for placing trends, figures, and projects within their relevant social, economic, and historical contexts.

The objective of the course is to provide students with the information and tools needed to critically question the projects and designers that have contributed to building, expanding, and consolidating the very concept of design, laying the foundations for contemporary design approaches.

ISDR/03 – OPERATIONAL DRAWING

Prototype laboratory

The course covers all those systems and techniques essential for the executive formalisation of a project, its modelling, and experimental verification through the creation of prototypes. It focuses on the processes that drive project development through a series of prototypes and the three-dimensional modelling of different materials. Following an initial exercise to assess prior knowledge, students acquire an extensive understanding of manual processing techniques for each material, becoming capable of appropriately operating machinery to create a scale prototype. The subject encompasses both the theoretical and practical learning of the following techniques: straight and curved cutting on various materials (paper, corrugated cardboard, grey board, polypropylene), cutting and bending plexiglass, cutting glass, additive modelling (polymer clay, clay), subtractive modelling, and woodworking. The final project focuses on the refinement of the techniques learned and on experimenting with unconventional languages in material treatment.

ISST/03 – PRODUCT LIFE CYCLE ASSESSMENT

Product life cycle assessment

The course covers the theme of products life cycle assessment, with a focus on its environmental impact. The educational methodology aims to create a balance between theoretical knowledge and technical-professional applications, allowing students to experience the world of industrial production. Through a quick introduction of concepts related to strategy, market and consumer approach and product, the course explains how PLM (Product lifecycle management) is increasingly oriented, through tools such as LCA (life cycle assessment), to planning a product development process.

The analysis is carried out with attention to environmental sustainability, considering the entire life cycle of the product and the process and activities that are connected to it, identifying and

quantifying the use of materials, energy and emissions into the environment to already plan for a reduction during the creative part of design thinking.

ISST/03 – INNOVATIVE PROCESSES AND MATERIALS

Production technologies

The course aims to impart to students the knowledge regarding the fundamental processing operations of raw materials and semi-finished products. The main design and production solutions concerning creations within the design industry are explored in depth. For this reason, the subject addresses the study of the industrial transformations of polymeric, metallic, ceramic, and composite materials. It also delves into the key elements for evaluating design and manufacturing solutions, placing particular emphasis on products within the design sector. During the course, special attention is dedicated to metal processing, polymer processing, and rapid prototyping. Furthermore, different production scales are examined, starting from the logic associated with craft production and moving towards more industrial systems.

ISDE/03 – GRAPHIC DESIGN OF THE IMAGE

Illustrator/InDesign

The course provides advanced knowledge of Photoshop alongside an overview of Illustrator and InDesign. The syllabus spans various fields, demonstrating the potential of the different software when applied to sketching, digital rendering, image alteration, photo retouching, realistic photomontages, the composition of mood boards, and graphic layouts. Throughout the module, theoretical explanations alternate with practical exercises to assimilate the various software tools. Common-use products are examined as case studies, and short creative design projects will also be carried out to train speed of execution, graphic communication, and emotional impact.

ISSU/04 – ERGONOMICS

Ergonomics

The course encompasses the scientific foundations, technical knowledge, operational methodologies, and regulations specific to ergonomics. Based on the theoretical and practical information that forms the pillars of ergonomics, students, divided into different groups from time to time, must design the guidelines, structures, and means necessary for the functioning of a human-centred society, in relation to varying premises provided by the lecturer. The objective of the course is to implement a methodology for researching, identifying, or recognising a body of knowledge aimed at optimising the interaction between humans, objects, and the environment, thereby improving safety and quality of life.

ISDC/07 – COMMUNICATION TECHNOLOGIES

AI and communication

The course aims to investigate the new possibilities for representation and communication offered by contemporary digital technologies, including artificial intelligence. The programme includes a theoretical learning component complemented by a practical part involving the use of technologies helpful for project communication. The goal is to provide students with a cross-disciplinary vision of utilizing the various contemporary digital tools available today.

ISDC/04 – MULTIMEDIA DESIGN

Creative tech and product

The course aims to investigate the potential relationship between the mechanical design component of a project and its digital and electronic counterparts. Students will undertake an integrated design pathway, enabling them to establish a dialogue between the technical-functional aspect of the project and the electronic components, with the goal of enhancing and maximising the effectiveness of their design capabilities.

ISDE/04 – INTEGRATED PRODUCT DESIGN 1

Integrated product design 1

The course aims to provide students with core knowledge regarding the aspects associated with manufacturing the designed good. Starting from the analysis of performance needs for which the product is envisioned, the appropriate materials and production technologies must be correctly defined.

In addition to the component strictly linked to material performance, the course aims to equip students with the ability to design in relation to the target market, selecting materials and processes with cost characteristics consistent with that market. Finally, the course provides the necessary design tools to validate the project from a structural point of view, investigating aspects such as the coupling of different materials or components within the same object.

ISME/03 – PERCEPTION THEORY 2

UX/UI design

The objective is to scientifically define the formal and usability components of a project, in accordance with precise perceptual goals. The course provides students with the knowledge required for a design approach aimed at improving the usability of objects from both a practical and user-experience perspective.

General content related to the perception of form will be delivered, investigating how visual and chromatic components condition the perception of the objects we design, thereby enhancing their usability within a cross-disciplinary experience.

THIRD YEAR'S DISCIPLINES

ISDE/02 – SPACE DESIGN

Space design 2

The course aims provide students with the knowledge of the functional and ergonomic needs of interior design. It seeks to explore the culture of living (la cultura dell'abitare) and its multiple languages, as well as to strengthen students' sensitivity and perception regarding the specific themes of the subject. Furthermore, it aims to guide students' natural predisposition towards design, ensuring that everyone's sensitivity and sense of identity are reflected in the final product.

The objective is to raise students' awareness of design aspects concerning the language of objects and how this language conveys the specific identity and belonging of a project to a particular culture or territory.

ISDE/01 – PRODUCT DESIGN 2

Advanced product design

Design used as a tool to solve a problem through planning to achieve a solution: the product. The objective of the course is to provide students with the elements to approach the design process with an appropriate methodology, recognising the importance of each individual component of the process as a tool for finding a sustainable and objective solution. The goal is to exercise the role of the designer as the facilitator of a workflow that, through research, study, problem analysis, and the innovative use of resources, defines the entity of a product. Through their physical properties (overall dimensions, material, colour, texture, surface finish, etc.) and aesthetic language, products and objects have the capacity to occupy space (not strictly linked to physical dimensions), communicate their operational capabilities, and offer insights into their use. A further objective of the discipline is therefore to recognise and objectively control those aspects of a product that primarily define the interaction between the object and the end user.

ISDE/03 – PRODUCT SYSTEM DESIGN 2

Product system 2

The complex relationship between the object of use and its context is at the heart of this module, which specifically aims to understand how a product is born in relation to the specific characteristics and features of a single territory. During the course, production processes and the various development stages of an artefact of use are analysed, alongside material characteristics and their communicative potential in relation to new sales channels and digital tools.

Kitchen Tools, a family of objects/accessories for the kitchen: the kitchen is the proposed area of investigation. Working in groups, students are required to design and communicate a family of objects/accessories related to the kitchen environment, to be developed in relation to a specific production context and intended for a digital market.

ISDE/04 – INTEGRATED PRODUCT DESIGN 2

Integrated product design 2

The course deals with the technical and scientific skills, as well as the methods, specific to the engineering of industrial products. Through practical exercises, aspects related to manufacturing technologies and the materials used are explored in depth. Aspects related to packaging are also addressed, both from the perspective of logistics dynamics and with respect to its environmental impact and its role as a sales tool. Furthermore, the discipline gathers the set of skills that enable the designer to offer the most appropriate technological solutions for their projects. Within this disciplinary horizon, the specific objective of the subject is therefore to develop a design method particularly attentive to the relationship with the market.

ISDE/03 – SYSTEMS DESIGN

Strategic design of the territory

The objective of the course is to provide students with the tools to approach the design of objects to be produced in small series or as one-off pieces. Throughout the module, students will assimilate the elements necessary to analyse what the territory has to offer in terms of

materials and craftsmanship; particular attention will be dedicated to collaboration with the artisan, which is essential for the creative development of the designed object. The discipline is approached through practical exercises aimed at developing a design idea following a personal emotional model, with the goal of bringing awareness to one's own design identity. In this way, students will be able to deepen their knowledge of material processing to engage effectively with those who physically manufacture the projects.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Portfolio

The course guides students in designing their own coherent, high-quality portfolio: a project through which to communicate not only their work but also themselves as young professionals. Following a series of initial preparatory lectures for learning InDesign—an essential tool for layout—the portfolio design takes place in the classroom. Starting from the definition of the format and the layout grid, moving through content selection, up to identifying the most suitable paper and binding, students will arrive at the actual printing of the portfolio. The course aims to identify and highlight the personal skills acquired by individual students during the three-year programme, linking them to the general characterisation of the contemporary working world.

ISDE/04 – PRODUCT ENGINEERING

Product engineering

The course aims to provide students with the core knowledge regarding the aspects associated with manufacturing the designed good. Starting from the analysis of performance needs for which the product is envisioned, the appropriate materials and production technologies must be correctly defined.

In addition to the component strictly linked to material performance, the course aims to equip students with the ability to design in relation to the target market, selecting materials and processes with cost characteristics consistent with that market. Finally, the course provides the necessary design tools to validate the project from a structural point of view, investigating aspects such as the coupling of different materials or components within the same object.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN TEXTILE AND FASHION DESIGN

- **Title conferred:** I level Academic Diploma in Textile and Fashion design
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Design (DIPL02)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Marina Spadafora
- **Coordination:** Giuseppina Di Paola

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The first level Academic Diploma in Textile and Fashion Design aims to train professionals capable of operating in the textile, clothing and fashion product design sectors. The design approach is broad and transversal, including stylistic, technical, technological-productive and social knowledge, with particular emphasis on sustainable innovation and an ethical and social vision of the fashion project. The interdisciplinary approach leads to a close link with experimentation and the search for new generated spaces that contribute to the training of the fabric and clothing designer. A professional able to analyse contemporary contexts and identify the social and cultural desires of the targets and to control the overall process of the fashion project.

Knowledge and understanding

Demonstration of knowledge and understanding of the cultural fashion phenomena, through the study and use of monographs in the field of semiotic, sociological, anthropological studies, including the knowledge of some avant-garde themes (such as the application of Cyborg Assistants in trend analysis processes).

Applying knowledge and understanding

Ability to apply knowledge and understanding to use in an integrated way technical knowledge and organizational skills, adopting a professional approach aware of the perceptive and cognitive phenomena of the fashion industry. Ability to understand how trends are formed and

to interpret the signs and languages of fashion, ability to measure themselves with creative design and the communicative and stylistic direction.

Making judgements

Ability to find and use data to formulate responses to fashion requests as a tool for the expression of individual and collective identities, with respect to the problems of communication and the semiotics of fashion, with respect to the management of production and technological processes, with respect to organizational culture of the fashion industry.

Communication skills

Ability to exhibit, in an integrated and multimedia form, the contents of a fashion project, the paths of its genesis, its marketing implications and its communication guidelines.

Learning skills

Ability to undertake, thanks to the acquisition of a critical knowledge, specialized studies in the field of semiotics of fashion, the sociology of fashion phenomena, fashion design and the organization of techniques for producing fashion products.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** The course trains several professional figures, dynamic and capable of evolving with the needs of the market. Young creatives that answer to different design needs with great flexibility and may enter the job market as fashion designers, product managers, collection merchandisers, product developers, textile and prints managers, accessories managers, cool hunters, trend analysts, fashion editors, digital marketing and e-commerce specialists, store managers, retail managers, showroom managers, licences managers, digital fashion designers.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISME/03	Perception theory	4	1
ISME/03	Visual research	4	1
ISDR/01	Techniques and languages of representation	4	1
ISDR/04	Drawing and body morphology	4	1
ISDR/03	Techniques of project representation and communication	5	1
ISDR/04	Drawing and colour	4	1
ISSU/05	Cultural anthropology	4	1
ISDC/05	Communication design	4	1
ISME/01	Design elements	8	1
ISDR/02	Methods and tools for representation	8	1

ISSC/01	History of arts and techniques	6	1
ISST/04	Pattern	4	1
	English for professional purposes	4	1
ISDC/08	Semiotics for fashion design	4	2
ISST/04	Sewing and tailoring laboratory	4	2
ISDE/03	Product system design	4	2
ISSE/03	Fashion marketing	4	2
ISDC/07	Digital image processing	4	2
ISDC/08	Fashion project communication	4	2
ISDE/05	Trend research	5	2
ISME/02	Basic design	8	2
ISDE/05	Fashion design	8	2
ISST/04	Fashion product technologies	8	2
ISSC/03	History of costume and fashion	6	2
ISDE/05	Trend research	5	3
ISST/04	Fashion product technologies	4	3
ISDE/04	Product design	4	3
ISDE/05	Fashion design	8	3
ISSE/03	Fashion business organisation	4	3
ISST/04	Innovative processes	10	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISME/01 – DESIGN ELEMENTS

Collection design 1, Sustainability in fashion

The course explores the theories and methods behind fashion design, meant as the set of scientific knowledge, logics and criteria guiding the actions of a fashion designer.

Students are taught the theoretical basis to develop the skills to research, shape an idea and formulate a proposal. Fashion is interpreted not only through its commercial value, but mainly for the cultural message it transmits according to striking stylistic conventions and innovative visual codes.

The main objective of the course is to give students an understanding of the creative process, firstly defining it as a scientific work plan, coordinated by logical operations. Once the theoretical elements have been assimilated, we move on to the actual definition of the project, focusing on its interdisciplinary aspects. Through practical exercises, the project is developed not only from a stylistic point of view, but in relation to performance and functionality as well as symbolic and cultural values it incarnates.

The sustainability module introduces students to the theme of sustainability in the field of fashion industry.

Each lesson analyses the different aspects of sustainability, from environmental to societal, from the role of the stylist to the role of institutions. Students work in groups and develop fashion projects with the goal to help reach one or more of the 17 SDG (Sustainable Development Goals). This path is designed to explain and introduce students to environmental and social issues in the fashion industry and to the law implementing them.

The result will be the creation of a new generation of professionals who are mindful of the issues of sustainability and that possess the tools to face the new challenges of fashion design.

ISME/03 – PERCEPTION THEORY

Perception theory

The course analyses the scientific knowledge, theories and research methods related to visual and perceptive phenomena, while also considering aspects related to physiology, neurophysiology and human psychology. With a specific focus on fashion signs and languages, students are given an understanding on how perceptions and cognitive phenomena are generated.

The aim of the course is to understand how perceptual and linguistic processes work, with reference to the perception of fashion forms and objects.

ISME/03 – VISUAL RESEARCH

Visual research and photography

The course, thanks to the theoretical contribution of various disciplines, explored visual phenomena and their perception from an aesthetic and communicative point of view.

From the birth of photography as a medium, through documentary-style photography, to contemporary photography, the course explores some of the leading photographers whose vision has influenced the fashion and communications industries.

The teaching approach combines a lecture component with a more extensive discussion section, designed to encourage active student participation. Through an approach that integrates theory and practice, the course aims to foster a greater critical awareness of the power of images.

ISDR/01 – TECHNIQUES AND LANGUAGES OF REPRESENTATION

Representation techniques for fashion

The course content broadly and comprehensively covers the acquisition of practical and conceptual skills that enable students to produce and analyse both freehand and technical drawings.

The objectives of the course are various: gaining basic knowledge, theoretical and practical, of technical drawing in the fashion field; mastering the methods of bidimensional representation both in the sketch and final technical drawing; knowing and mastering one's own interests; learning how to study, develop and communicate one's idea so that the other can understand it.

ISDR/02 – METHODS AND TOOLS FOR REPRESENTATION

Tools for representation, methods of representation, fashion project representation

Throughout the course, drawing is introduced to students in its broadest sense, as a fundamental tool for all phases of fashion design, from the idea until the realisation and the executive shape's verification.

The educational path aims to ensure participants become proficient in the use of the main Adobe software to create personalised books, portfolios and articulated graphic projects.

The objective of the course is to learn technical and methodological skills that are useful to represent the designer's idea and correlate digital representation tools with visual perception notions.

ISDR/04 – DRAWING AND COLOUR

Drawing and colour

The course deals with the morphological analysis and shape representation of the human body and dress. These tools provide a critical reading key to the inherent complexities of designing a dress.

Skill and mastery in drawing the human figure – its structure, proportions, forms and poses – are an integral part of the course. The objective is to lead students to reach a graphic result that not only appealingly expresses ideas and shapes of a fashion project, but that expresses personal style and preferences.

ISSC/01 – HISTORY OF ARTS AND TECHNIQUES

History of arts and techniques

The course focuses on history of arts and techniques in its broadest sense, that is the history of aesthetic productions including the products of industrial culture.

The course analyses the evolution of the history of design from the end of the XIX century until current days, identifying the contaminations with the arts and different forms of creativity like fashion, art, and architecture.

Great attention is paid to the different design currents, alternating monographic lessons on the most significative figures of the international design scene with more general analyses on the movements and realities of design in the last two centuries.

ISDC/05 – COMMUNICATION DESIGN

Communication design

The course provides the fundamental knowledge and working methods required to develop interdisciplinary design skills that will help students navigate the contemporary media landscape.

The course, which is strictly practical in nature, is divided into two parts.

The first part focuses on the history of graphic design and communication from a fashion and lifestyle perspective, through lectures, image viewings and video screenings.

The second part, structured around technical and practical sessions, provides a method for creating a complete project and an identity system for a fashion brand.

The outcome of the course is the creation of a portfolio showcasing the project's development stages and the result.

ISST/04 – PATTERN

Pattern

The course covers the basic skills essential for the creation of clothing. It ranges from the study of the processes involved in transforming raw materials into yarns and fabrics, to the acquisition of the fundamental techniques for creating paper patterns. This tool is essential for fully understanding the human form and for designing future fashion collections.

Other specific objectives of the course include an introduction to pattern making, the study of human anatomy and body measurement.

ISDR/03 – TECHNIQUES OF PROJECT REPRESENTATION AND COMMUNICATION

Fashion project communication 1

The course examines the systems and techniques most used today to communicate industrial products, both in analogue and digital formats.

The teaching method is based on an analysis of how the representation and communication of design projects have evolved, as practised by individual creatives, fashion houses and other organisations within the fashion industry. A range of aspects are explored: from the creation of a logo to the dissemination of a specific image that encapsulates the DNA of a creative or a fashion house. Finally, to provide a more comprehensive overview, the course examines the more personal aspects of the individual creative, such as their relationship with other sectors including the world of image, trade press and photography.

ISDR/04 – DRAWING AND BODY MORPHOLOGY

Drawing and body morphology

The course content provides a broad and comprehensive overview of the techniques and skills required for the study and analysis of form, with a focus on fashion design. Specifically, the course aims to equip students with the skills and mastery of freehand drawing of the human figure. To this end, the course begins by studying the structure of the human body, its anatomy, proportions, geometry and spatial volume, the movements of the joints, and its forms and poses.

The course aims to provide students with the graphic skills necessary to express the ideas and forms of a design in an engaging manner, whilst also helping them to develop a personal style and aesthetic.

ISDC/05 – CULTURAL ANTHROPOLOGY

Cultural anthropology

Using the tools of sociology, anthropology and the sociology of fashion, the course offers an interpretation of the phenomenon of fashion considering its connections and links with the contemporary cultural and social context. The main objective is to equip students with the ability to critically examine the principal schools of thought that have contributed to reshaping the theoretical and methodological paradigms of costume and human realities in historical and cultural terms.

Attention is paid to anthropological research methodologies, through the presentation of classic and contemporary ethnographic case studies. The subject is approached through the theoretical contributions of the anthropologist Claude Lévi-Strauss, founder of structural anthropology, whilst also considering the theories of Sigmund Freud, founder of

psychoanalysis, and Carl Gustav Jung, with the aim of understanding and analysing the unconscious and cultural dimensions of human society.

ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

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SECOND YEAR'S DISCIPLINES

ISME/02 – BASIC DESIGN

Collection design 2

The course aims to provide the essential tools for meta-design, understood as a fundamental aspect of a designer's theoretical training. In addition to an overview of the history of basic design and theories of visual perception, the course examines the importance of presenting projects and products. Practical case studies are analysed and exercises are carried out on concept visualisation, the use of colour and display design. The course also explores the opportunities offered by the internet for the presentation of textile and fashion products: from social networks and e-commerce sites to fashion films as a communication tool and fashion architecture. Finally, the course introduces students to Fibre Art through an exploration of new textile and knitwear concepts, which are translated into a design, a new weave structure and subsequently into a sample made from an experimental material, carefully selected for the purpose.

ISDC/08 – SEMIOTICS OF FASHION DESIGN

Semiotics of fashion design

The course covers the studies and conceptual tools that explore the communicative potential of fashion objects.

The course has multiple objectives: to understand the role of semiotics in fashion and the immediate practical implications of semiotic methodology; to acquire the ability to carry out semiotic analyses of commercial texts, fashion designs and consumer practices; familiarity with the fundamental elements of fashion semiotics and narrative semiotics; an introduction to Greimas's generative model and Eco's interpretative model. The course concludes with an analysis of visual texts: plastic semiotics and figurative semiotics, and the characteristics of semiotics in advertising, marketing, consumption and fashion.

ISDE/05 – FASHION DESIGN

Fashion design 1

The course analyses fashion design's theory, methodology and techniques, whilst providing a comprehensive set of theoretical and practical skills essential for innovating fashion products. The course also explores the tools needed to bring creativity and inspiration to life, thereby enabling students to create a finished project that can be enjoyed by the end consumer. During the course, the stages involved in creating a collection are analysed, and themed mood boards and targeted collections are produced.

ISSC/03 – HISTORY OF COSTUME AND FASHION

History of costume and fashion, history of contemporary art

The course aims to provide a solid foundation in the history of costume and fashion from the XIII century to the present day (with a particular focus on the XX century and the history of the leading figures in international fashion).

The course therefore addresses the basic principles of the concept of fashion, exploring its historiography and incorporating cross-disciplinary elements such as photography, cinema and painting, with the aim of equipping students to reference and utilise elements from the past, such as design aphorisms, in their future professional careers.

The course also introduces the study of contemporary art, understood as a guide to understanding human history in relation to artistic creation, with the aim of developing personal critical thinking and providing the tools necessary for the proper analysis and interpretation of a work of contemporary art.

ISDC/07 – DIGITAL IMAGE PROCESSING

Digital image processing

The creation of 3D garments has become an essential skill for patternmakers and graphic designers. With the fashion industry's growing demand for greater efficiency and a reduced environmental impact, CLO3D has become a highly sought-after skill, as it enables the design of realistic and detailed three-dimensional prototypes.

The course introduces CLO3D and a general understanding of the software and its capabilities for conceptualising ideas, virtually recreating the production process.

ISDC/08 – FASHION PROJECT COMMUNICATION

Fashion project communication 2

The course aims to provide students with a comprehensive understanding of communication within the fashion and luxury sectors. An initial practical phase, in which students are involved in organising a fashion show, is followed by a theoretical component designed to impart a fundamental understanding of the values of a fashion brand and marketing strategies across various communication and sales channels. The course is based on an experiential teaching model that involves students in in-depth activities, ranging from brand analysis to the simulation of a co-branding initiative and all the associated launch activities.

ISDE/03 – PRODUCT SYSTEM DESIGN

Fashion system

The course focuses on the study of methods for analysing, researching and processing the information essential to the creation of activities, products and services within the field of fashion design. Innovation in fashion products within the current market is the result of a complex system of relationships between the economy, industry and society, an understanding of which is essential for a fashion designer. The aim of the course is to provide an integrated, multidisciplinary and comprehensive overview of fashion design and its production and distribution systems.

ISDE/05 – TREND RESEARCH

Trend research and trend book

The course aims to provide the methodological tools required to conduct trend research as a meta-discipline. To this end, it will draw on analytical contributions from the following disciplines: anthropology, sociology, psychology, demography, statistics, cognitive economics, political economy, economic policy, fashion studies and fashion design. The aim of the course is therefore to encourage critical analysis of cultural phenomena that enable the identification of the themes which will give rise to future trends.

ISSE/03 – FASHION MARKETING

Fashion marketing

The course covers the general principles of marketing as they relate to the production, economic and commercial dynamics of the fashion industry, encompassing all aspects of the supply chain that transforms a fashion concept into a product highly appealing to the end consumer.

The course content covers the fundamental elements of communication in the fashion sector; the analysis of case studies from leading companies in the sector; the psychology, use and significance of colour in fashion; and the presentation and communication of a collection to buyers and the public.

ISST/04 – SEWING AND TAILORING LABORATORY

Sewing and tailoring laboratory 1

Building on the knowledge acquired during the previous year, the course explores in greater depth the techniques involved in creating fashion garments, such as draping, construction and fitting. The aim of the course is to teach students how to make made-to-measure garments, starting with the placement of full-scale paper patterns on fabric and using natural-fibre fabrics.

ISST/04 – FASHION PRODUCT TECHNOLOGIES

Fashion product digital representation, fashion product development

The course aims to help students acquire the skills and proficiency required for fashion illustration – a subject already covered in the drawing and colour course within a traditional technical context – through experimentation with digital media.

The course analyses the technical and operational development of products and the significant contribution of new technologies to industrial processes and explores the role of the fashion designer as a professional with expertise in the technical aspects of materials and production

techniques. The course aims to provide an understanding of the specific elements of production processes, materials and the various techniques involved in creating a garment. The categories of raw materials are also analysed, along with all the stages involved in transforming the fibre into a finished garment. Finally, the fundamental techniques for processing the raw materials used in fashion products are explored in depth, applying the formal approach of pattern-making techniques and the creation of the resulting test muslins.

THIRD YEAR'S DISCIPLINE

ISDE/05 – TREND RESEARCH

Trend research and design

The course aims to deepen and apply the design methodology acquired during previous studies, with a specific focus on one of the disciplines addressed throughout the entire educational path (reiterated subject). At the beginning of the course, a specialized field of application is chosen from trend research, collection design (clothing, accessories, cosmetics, or jewellery), and socio-anthropological research. Students will explore and develop this chosen field to refine the personal design methodology they have cultivated during their three-year programme.

Consequently, projects developed during the course will feature an initial analytical and research phase, followed by a practical design phase containing the concrete creative proposal. This will be illustrated through textual content, graphic boards, videos, photoshoots, and/or the creation of selected garments or accessories.

ISSE/03 – FASHION BUSINESS ORGANISATION

Fashion business organisation

The course explores the organizational dynamics and processes through which fashion becomes an industrial product of high commercial and aspirational value. The curriculum aims to demonstrate to students how a product's supply chain develops within a fashion company, from the initial research phases and production through to distribution (first wholesale, then retail).

Specific insights will cover the fashion company's organizational chart, the unique and recognizable style of a fashion house (maison), product industrialization, production times and costs, sales (demand forecasting and analysis), purchasing, logistics, and retail.

ISST/04 – FASHION PRODUCT TECHNOLOGIES

Sewing and tailoring laboratory 2

Building upon the knowledge acquired in the second year, this course aims to offer students a balance between theoretical knowledge and technical-professional applications within the various fields of the fashion sector. The main topics of the course cover the creation of technical specification sheets (tech packs), the study of pattern drafting for shirts and outerwear, and the creation of personal bespoke clothing projects. Advanced skills in sewing pattern techniques and the creation of corresponding test toiles will be developed, with the goal of providing a comprehensive overview of the pattern cutter's role.

ISST/04 – INNOVATIVE PROCESSES

Portfolio

The Innovative Processes course aims to foster student autonomy through the acquisition of new working methodologies and the consolidation of knowledge gained over the two previous years.

The creation of a professional Portfolio will be central to the course, spanning from research to execution, and from structure to multidisciplinary.

The expected outcomes at the end of the course will therefore be comprehensive and cohesive projects from both a technical and organizational perspective. These will clearly and effectively represent the students, serving as reliable assets as they enter the professional world.

ISDE/05 – FASHION DESIGN

Fashion design 2

The course aims to develop further essential skills to oversee the overall workflow of a fashion project, from its conceptual stages to its final execution. Specifically, the course is dedicated to the development of the final thesis project, based on a brief provided by a partner company. During classes, students are guided through an initial brand analysis phase (brand perception) followed by the development of the creative proposal. This process culminates in the presentation of final design proposals, defined according to the requirements specified in the brief and outlined during scheduled review meetings with the company.

ISDE/04 – PRODUCT DESIGN

Collection design 3

This course brings together the skills required to provide technologically appropriate solutions to fashion and fashion design projects, identifying the most suitable materials and technologies for project development, from prototype to finished product.

The course content focuses on elements of Textiles and Materials Science, an introduction to Textile/Fiber Art, and research into new textile inspirations captured by students using cameras or mobile phones. These fabrics are then reworked, translated into a design (both by hand and digitally), and reproduced on a different sample of fabric or material.

Each student will be asked to choose a traditional Italian textile technique and use that fabric to create their own fashion product or accessory, with the aim of fostering independence through the acquisition of new working methods.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN TRANSPORTATION DESIGN

- **Title conferred:** I level Academic Diploma in Transportation Design
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Design (DIPL02)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Luca Borgogno
- **Coordination:** Dario Olivero

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The First Level Academic Diploma Course in Transportation Design deals with the study and design of all means of transport and integrated and sustainable mobility systems. It trains professionals who are prepared to face the future with curiosity, leaves room for their visions and offers effective critical tools to confront reality. The course deals with all aspects related to design, analyses changes in society and technology, without forgetting that man is at the centre of everything.

Knowledge and understanding

Sufficient knowledge in the production, sociological, semiotic and psycho-cognitive fields, useful for the correct interpretation of operational contexts; Knowledge of the main materials and the related processing technologies used in the automotive industry; Sufficient project planning skills, including systemic approaches aimed at networking; Ability to manage the different phases of the project process with the aim of producing work that enables them to effectively convey the project content to the various possible stakeholders.

Applying knowledge and understanding

Associative skills and familiarity with the techniques that aid creative activities; Familiarity with the technicalities that are indispensable for carrying out the various design activities such as tools for schematic representation of content (sketching, digital sketching), two- and three-dimensional modelling software, object representation tools; Team-working skills and familiarity with the conceptual and applicative tools of project management.

Making judgements

Ability to collect data, organise and analyse them to draw useful conclusions for the development of their projects according to the available production potentials.

Communication skills

Ability to manage space and time in communicating their design intentions, both visually and verbally.

Learning skills

Ability to take on board the information conveyed, subsequently declining it according to project scenarios.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** Thanks to this training, graduates can work in positions of responsibility within the automotive industry, as well as in style and R&D centres for the development of projects in production design or advanced design. In addition to cars, Transportation Design graduates also work successfully in many other fields of vehicle design, such as public and rail transport, motorcycles, marine and yacht design, and personal mobility.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISSC/01	History of arts and techniques	4	1
ISDR/02	Technical drawing	4	1
ISDR/02	Descriptive and projective geometry	4	1
ISME/03	Visual research	4	1
ISSC/01	History and criticism of contemporary design	4	1
ISDR/03	CAD drawing	5	1
ISST/01	Physics for design	4	1
ISDC/07	Computer science for design	4	1
ISSU/01	Sociology of design	4	1
ISDR/01	Drawing and morphology	8	1
ISME/02	Basic design	8	1
	English for professional purposes	4	1
ISDC/05	Communication design	4	2
ISST/03	Production technologies	4	2
ISST/02	Materials science and technologies	4	2
ISDE/03	Mobility design	4	2
ISDC/03	Graphic design	4	2

ISSU/04	Ergonomics	4	2
ISST/03	Product life cycle assessment	4	2
ISSC/01	History and criticism of contemporary design	4	2
ISDE/01	Product design	8	2
ISDE/01	Composition	8	2
ISDE/01	Transportation design	8	2
ISDE/01	Transportation design	4	2
ISSE/01	Marketing	4	3
ISDC/01	Semiotics of design	4	3
ISDE/03	Mobility design	4	3
ISDE/03	Mobility design	8	3
ISDE/03	Mobility design	8	3
ISDE/04	Product engineering	8	3
ISSE/02	Professional business management	4	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

SYLLABUS

FIRST YEAR'S DISCIPLINES

ISSC/01 – HISTORY OF ARTS AND TECHNIQUES

ISSC/01 – HISTORY AND CRITICISM OF CONTEMPORARY DESIGN

Design history 1 and 2

The course aims to illustrate how the evolution of automotive design on a global scale has been influenced by numerous factors: technical and industrial, but also socio-cultural. History itself therefore becomes a history of human creativity, of how different people have solved concrete problems within specific contexts. In this way, history becomes a “living” tool, helping us to understand and interpret the present.

ISDR/01 – DRAWING AND MORPHOLOGY

Morphology

This year-long course provides the theoretical and instrumental skills necessary to learn traditional representation techniques. The methodology of the course develops through an intuitive-perceptual approach to freehand drawing, which is preparatory to the development of design projects.

The course content covers: an introduction to the use of drawing materials; teaching manual sketching and drawing techniques for two-dimensional and three-dimensional geometric subjects; fundamental concepts on the use of perspective, the search for volumes and proportions, and intuitive perspective; and the development of forms and intersections between volumes.

ISDC/07 – COMPUTER SCIENCE FOR DESIGN

Digital sketching

The course focuses on teaching two-dimensional digital representation using Adobe Photoshop. Students will learn the concepts required for the effective use of the software within the automotive sector, alongside related useful methodologies and tools.

The working methodology aims to synchronise the use of paths, layers, and their relative hierarchy of use, to make the produced outputs efficient and accessible. Consequently, the tools for the qualitative representation of the car are shown in terms of line, volume, and surface quality. The course also includes an essential phase dedicated to vehicle section planes, individual sections of a single surface, the use of light sources, and the concept of the theoretical line (core).

The main objective of the course is to provide the tools to know how to represent the different views of vehicles in a two-dimensional digital form, while respecting proportional and perspective coherence.

ISDR/02 – TECHNICAL DRAWING

Introduction to 3D

The course demonstrates the best tools for developing ideas in three dimensions within the automotive field and explains how to use these mediums in the design process.

The objective of the course is to provide the knowledge and skills necessary to understand how shapes move in space and how light and shadow behave upon them.

Furthermore, the course ensures students receive a thorough overview of the modelling method useful for constructing any model, whether automotive or product, traditional or otherwise.

ISME/02 – BASIC DESIGN

Basic design

The course represents an essential pillar in design education, during which every aspect of drawing is explored, focusing on the creation of formal entities, structures, and spaces. The course includes an in-depth study of both the theoretical and experimental sides, promoting an interdisciplinary approach through diversified design methodologies.

The objective is to develop students' conceptual processing abilities for study and design, aiming to provide skills in the freehand drawing of objects, starting from elementary geometries and advancing towards more complex projects. This training is oriented towards industrial production, both in the product and automotive sectors.

ISDR/02 – DESCRIPTIVE AND PROJECTIVE GEOMETRY

Projective geometry

The course offers all the tools and knowledge useful for creating sketches complete with the necessary information regarding surfaces and the geometry of the volume itself. In parallel, great attention is paid to line quality in orthographic and perspective views.

The main objective of the course is to achieve an adequate mastery of geometric drawing, consisting of orthographic projections, sections of the three axes on a solid, and geometric perspective with one and two vanishing points. Among other skills, a fast and effective method

is also taught for creating sketches useful for the development of any preliminary three-dimensional digital mathematics.

ISDR/03 – CAD drawing

Alias

The course ensures a complete knowledge of modelling methods and the acquisition of the skills to construct the complete volume of a car in 3D.

Developing one's ideas in 3D while remaining faithful to the drawings, without distorting the project and the style, is one of the main skills acquired by students. Thanks to the mastery achieved in using the software, it thus becomes a powerful tool at the service of creativity.

On a practical level, a car is developed during the course, which serves as a foundation for learning constructions and applying them to future models, or alternatively, to be used as a base for rendering programmes. The objective is to prepare students to face subsequent courses with the ability to create surfaces to be studied for their personal projects.

ISME/03 – VISUAL RESEARCH

Perception theory

The course intends to provide the basic elements of the theory of perception and communication. Critical and creative thinking is stimulated by reflecting on the symbolic and expressive meaning of shapes and colours.

In this way, the emergence and exchange of ideas are encouraged, leading to the realization of a project where the physiological, psychological, and cultural aspects involved in visual perception are enhanced.

Methodologically, project work starts from the analysis and understanding of the recipient's needs. This principle is applied in a practical project in which students must appropriately harmonise shapes and colours, their symbolisms, and further options allowed by the interference between phenomenological reality and perceptual reality (stereotypes, optical illusions, etc.).

ISST/01 – PHYSICS FOR DESIGN

Blender 1

The Blender course introduces students to the fundamentals of 3D modelling and visualisation as design tools, with an approach closely linked to physics applied to design. The objective is to acquire a working method that combines form and behaviour: constructing models that are consistent in scale and geometry, correctly setting units and measurements, simulating constraints and relationships between components (clearances, tolerances, basic kinematics), and translating physical concepts such as masses, forces, friction, and deformations into verifiable design choices. Through progressive exercises, from the first "volume" model to details, rendering, and simple animations, students learn both to communicate the project and to perform basic checks on its "physical" coherence: correct measurements and scale, clearances, how certain parts move, and how components can be assembled.

ISSU/01 – SOCIOLOGY OF DESIGN

Sociology for design

Through a solid grounding in sociology and anthropology, this course prepares students to interpret design as a cultural and social phenomenon, analysable considering its links with the general context of contemporary culture.

Numerous exemplary case studies are analysed in class, while students are required to carry out an analysis and a project on an agreed topic. The goal of the course is therefore to create awareness regarding design themes embedded within social and consumer reality, allowing students to grasp current models and future evolutions.

ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD. are realised in cooperation with My English School.

SECOND YEAR'S DISCIPLINES

ISDE/01 – PRODUCT DESIGN

Moto & scooter 1, yacht design 1

This one-year course consists of two modules. The first module focuses on acquiring fundamental knowledge regarding the history and mechanics of motorbikes and scooters. Throughout the course, students develop the skills necessary to manage a motorcycle/scooter design project across its entire workflow: from analysing the general context and applying motorbike design theory, to techniques for effective final project presentation.

The second module explores the fields of yacht and boat design, beginning with contextual analysis and then focusing on the concept, development, and realization of a nautical project. By defining various vehicle types and their respective characteristics, the goal of the course is to develop a flexible design capability.

ISDE/01 – TRANSPORTATION DESIGN

Interior design 1

The course offers a practical experience in conceiving and designing the interior space of a means of transport, a void to be rationally 'filled', and a place where functional requirements and life on board are accommodated while defining formal characteristics through an appropriate style. Designing a vehicle interior means constructing a shape through basic geometric and proportional rules, thereby building an ergonomic, visually comfortable environment around the occupants. Cars or any means of transport contain human beings, and the interior is built around the human being themselves. The human dimension generates and sets the pace for the environment; it characterises the technical package that defines the

overall compositional volume shaped by the chosen style. Defining a style is the activity on which students will need to spend most of their resources. The final objective is achieved through continuous experimental practice capable of establishing construction rules and logic, using graphic research ranging from emotional sketches to final renders.

ISDE/01 – TRANSPORTATION DESIGN

Exterior design 1

This course focuses on acquiring the skills to develop the exterior design of a car. Students learn how to approach a project, starting from the brief to conceiving their own design idea. Through freehand drawing, the vehicle's proportions, style, and appearance are finalised, leading up to rendering and presentation.

During each stage, the lecturer acts as a chief designer, selecting the best ideas together with the students. The main objective of the course is to develop manual and digital representation skills for mobility devices within the field of transportation design.

ISDC/05 – COMMUNICATION DESIGN

Photosketch

The course programme aims to provide a comprehensive knowledge of Photoshop tools, which are useful for defining a Render or Sketch/Render with characteristics of readability, definition, and freshness suitable for supporting a presentation.

With this objective in mind, students learn various representation techniques throughout the course to create black-and-white sketches as well as more complex, detailed representations that involve describing surfaces and treatments through colouring. Finally, editing techniques are introduced to make sketches effective and emotionally engaging.

ISDE/01 – COMPOSITION

Rendering and Blender 2

The course is structured as a learning journey into 3D modelling using Alias software and the resulting professional role within the automotive sector. Throughout the curriculum, reference is made to the car design process, from the creative stage to production, with various insights into how the modeller fits into and interacts within the various phases of the project. The course aims to provide students with the tools to realise their projects in 3D. By breaking down the object into the simplest possible shapes, merging these macro-volumes, and adding key details, students will achieve a finished model that is as realistic as possible.

The Blender 2 module delves deeper into the use of 3D as an advanced design tool for transportation design, moving from 'correct' modelling to building models ready for technical presentations and credible concepts. The goals are to improve surface precision and control, optimise the workflow (modifiers, file organisation, mesh cleaning), introduce materials and lighting in a more realistic way, and develop renderings and short animations aimed at explaining the product's function and use. The connection with physics remains central: students work on scale, tolerances, movements, and interactions between parts (openings, rotations, sliding mechanisms), ensuring that the 3D model is not only 'beautiful' but also consistent with the real-world constraints and behaviour of the designed object.

ISDC/03 – GRAPHIC DESIGN

Illustration

The course addresses the fundamental elements of graphic language in its physical execution. Firstly, cultural, aesthetic, procedural, and practical finalisation aspects related to this language are explored. Secondly, students are introduced to traditional manual illustration techniques. The goal of the course is to impart all the creative and compositional skills necessary to use graphic media applied to the representation of motor vehicles and other means of transport. In addition to these skills, students will understand the importance of hand-sketching, which enables them to confidently deliver the presentation of an automotive project.

ISSC/01 – HISTORY AND CRITICISM OF DESIGN

History and criticism of design, history of contemporary art

The course encompasses studies in the history of arts and techniques, characterising itself particularly as a study of design culture, and material and industrial production, with specific reference to the global automotive design sector from its origins to the present day.

Specifically, the relationship and mutual influence between the manufacturer and market demands are analysed, focusing attention on the implications of stylistic aspects.

Students are provided with fundamental knowledge of the criteria and methodologies useful for understanding the automotive market and the resulting stylistic trends, to analyse the current situation and hypothesise future directions. The goal of the course is to stimulate a critical reading of design expressions, aimed at providing cognitive and methodological tools to place works not only within a chronological framework but, above all, within the broader social, economic, and cultural landscape.

ISST/02 – MATERIALS SCIENCE AND TECHNOLOGY

Colour & trim

During this course, various aspects concerning Colour Material Finishing (CMF) in the automotive sector are covered, starting from mood board construction to the creation of design proposals for both exteriors and interiors. Lessons alternate between theoretical components, covering the design process and the analysis of the main characteristics of car elements from a CMF perspective, and practical exercises in representing the colour & trim project. The objective is to equip students with the tools to independently set up an automotive Colour Material Finishing design project, from the initial research and mood board construction phases to defining the aesthetic characteristics of paintwork, materials, embossing, and finishes of the main components of the vehicle.

ISDE/03 – MOBILITY DESIGN

Mobility design

The field of mobility design is situated within a multidisciplinary context that encompasses the planning, design, and implementation of transport systems, urban scenarios, infrastructure, as well as products and services related to mobility.

Various elements are considered in the design process, including social context, economic factors, and technological aspects, to conceive and develop solutions that are efficient, sustainable, inclusive, and user-oriented, while also considering aesthetics, style, and user experience.

The design activity follows an approach that utilises both manual and digital tools, tailored to the students' level.

The goal of the course is to develop students' ability to design mobility scenarios using an advanced and unconventional approach to design, integrating aesthetic and functional aspects in an innovative way.

ISST/03 – PRODUCTION TECHNOLOGIES

Production technologies

The course aims to demonstrate the main production techniques and technologies involved in creating complex products such as means of transport.

The objective is to offer students solid theoretical and practical foundations through lectures and company visits, addressing all the steps necessary to transform an idea into reality. Practical lessons put students in direct contact with technicians and artisans, the beating heart of the production process, fostering a learning approach based on emulation and observation. Furthermore, the theory underlying the main and most advanced manufacturing processes is covered, thereby providing the necessary tools to understand the feasibility of one's ideas. By the end of the course, students will be able to evaluate all the production stages of a vehicle, transforming an idea into a tangible product and learning about the main resources involved in the supply chain.

ISSU/04 – ERGONOMICS

Ergonomics

The course analyses the scientific foundation, technical knowledge, operational methodologies, and regulations specific to ergonomics. The objective of the course is to acquire a method for researching and identifying solutions that optimise the interaction between human beings, objects and the environment, thereby improving safety and quality of life.

ISST/03 – PRODUCT LIFE CYCLE ASSESSMENT

Product life cycle assessment

The course addresses the topic of product life cycle assessment through the concepts of the circular economy, sustainability, and product concept, to provide a comprehensive overview not only of material sustainability but expanding to the entire process, leading up to the study of Life Cycle Assessment (LCA).

Environmental sustainability is therefore approached by considering the entire life cycle of both the product and the processes and activities connected to it, identifying and quantifying the consumption of materials, energy, and environmental emissions to reduce them right from the initial creative stage of design thinking. Students gain the awareness that every product must be developed from the concept stage onwards, not just as a set of shapes and functions, but also within a broader perspective of a circular economy and sustainability, using simplified and fast tools to carry out this analysis.

THIRD YEAR'S DISCIPLINES

ISDE/03 – MOBILITY DESIGN

Yacht design 2, moto & scooter 2

The course, which is a continuation of the programme covered in the second year, also consists of two modules.

The first module focuses on design within the yacht/boat design sector and aims to refine the techniques and skills necessary to create a complete and structured nautical project. The second module, on the other hand, centres on acquiring knowledge regarding the history and mechanics of motorbikes and scooters. Throughout the course, students develop the skills required to manage a motorcycle/scooter design project across its entire workflow: from analysing the general context and applying motorbike design theory, to techniques for effective final project presentation.

ISDE/03 – MOBILITY DESIGN

Interior design 2

In this third-year course, the aim is to guide students in cultivating a passion for the relationship between human and machine, and to train them to acquire the methodology that enables the effective design and conception of a successful product, thereby preparing and developing responses to the increasingly advanced demands of the automotive market. The objective of the course is to create a new concept of the passenger compartment by learning, throughout the module, the basics of new technologies, the latest driving systems, and ergonomic requirements.

ISDE/03 – MOBILITY DESIGN

Exterior design 2

The course content involves the development, planning, and management of an automotive project in terms of project management. Starting from the brief, the course aims not only to practice operational skills related to planning and drawing (developing exterior design in both one-dimensional and three-dimensional phases; formal consistency of proportions, perspectives, and completed views in compliance with the project theme), but also to refine students' ability to present projects with an advanced level of complexity.

The objective of the course is the acquisition and consolidation of specific techniques for the design and effective representation of innovative solutions regarding vehicle exteriors. This competence is developed starting from a general understanding of volumes, which allows for a correct visibility of the space and dimensions of automotive components.

ISDE/04 – PRODUCT ENGINEERING

Rendering and Blender 3

This 3D modelling course enables students to start from 2D sketches of ideas and projects and progress to producing very high-quality 3D models of cars, means of transport, and products through the advanced modelling of complex surfaces.

Lessons cover the methods for creating curves and surfaces, as well as learning transformation tools and geometry modifiers. Attention is dedicated to managing and creating new, organic volumes, also known as advanced surface treatment.

By using the best control tools provided by the software, students complete a workflow that involves the creation of various surface-based 3D models and the production of rendered images for the optimal representation of the product.

The Blender 3 module takes 3D to a 'digital prototype' level, with a focus on simulations, advanced visualisations, and professional outputs for transportation design. The goals are to consolidate a complete workflow (clean and parametric modelling, management of complex scenes, advanced materials, and lighting) and to use simulation and animation tools to verify and communicate the behaviour of the project: more articulate movements, interactions between components, deformations, and visual functional tests. The connection with physics for design becomes explicit: the model is used to check constraints, masses and balances, contacts, and friction in a plausible way, thereby supporting design decisions and clearly communicating how and why the object works.

ISSE/01 – MARKETING

Marketing

The objective of the course is to introduce the main strategic and operational marketing tools as evaluative elements of a design process.

Through these tools, students can evaluate, right from the creative and design process stage, product setups that are consistent with the proposed brief and the marketing management process.

During the course, practical exercises are carried out to assess the level of learning and depth of understanding of the topics covered.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Portfolio

Our course aims to identify and highlight the professional skills acquired during the course of study through the creation of a transportation design portfolio in both print and digital formats. The portfolio represents a comprehensive collection of work and case studies, focusing on students' skills, qualifications, training, and experiences. In addition to this, it provides an analysis of personality and problem-solving abilities.

The portfolio creation process, essential for entering the job market in the fields of transportation design, yacht design, and mobility, teaches students how to present themselves and their projects, not only during an interview but also within a corporate context.

This includes writing an effective application email and making appropriate use of social media channels and online platforms to promote one's professional profile. The course also aims to develop skills that will make students more effective interviewees, adept at answering questions posed during an interview.

The goal is to help students understand the importance of a professional portfolio, highlighting creative, organisational, communication, and design skills. The portfolio thus becomes a constantly evolving tool for pursuing professional goals and achieving career dreams.

ISDC/01 – SEMIOTICS OF DESIGN

Semiotics of design

The course builds upon several concepts and themes addressed in the first-year design sociology course, exploring and articulating them in a more comprehensive manner to lead into trend analysis.

During the course, in-depth studies related to the semiotic approach to design and, more generally, to the project are proposed: it will therefore address how the meaning and 'sense' of what we design depend on the 'values' circulating in the socio-cultural context, and will delve into the semiotic models essential for analysing products and the market.

The course will focus on understanding different types of scenario analysis tools: from industry trends to consumer Deep Trends™.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN SOCIAL INNOVATION DESIGN

- **Title conferred:** I level Academic Diploma in Social Innovation Design
- **Level of qualification:** 1° cycle QF-EHEA, level 6 EQF
- **Official duration of the Degree programme in credits and years:** 180

ECTS/CFA, three full-time years

- **Main field of study:** Design (DIPL02)
- **ISCED code:** 0212
- **Language of instruction/examination:** Italian
- **Strategic direction:** Gianpaolo Barozzi
- **Coordination:** Enza Brunero

- **Access requirements:** Italian secondary school leaving qualification or other comparable foreign qualification (level 4 EQF). Admission is based on an aptitude test and interview.

- **Qualification requirements:** to obtain the 1st level Diploma title, the student must have acquired the 180 ECTS/CFA of the study plan and have passed the final exam.

- **Mode of study:** In presence – classwork, seminars, research

- **Evaluation system:** For I and II cycle programmes the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude (30L/31) may be awarded. Failed exams are not indicated in the student's transcript.

- **Programme learning outcomes**

The Course in Social Innovation Design trains a new generation of professionals capable of using design to tackle the growing social, economic, environmental, and cultural challenges of our time. Indeed, these challenges demand creative solutions that are both sustainable and capable of generating a positive impact across all life and work contexts; they require designers who can create, lead, facilitate, and manage innovation – both in newly established ventures (startups) and consolidated organisations (companies, institutions, NGOs) – in symbiosis with the environment in which they operate and projected towards an international perspective.

Knowledge and understanding

Fundamental cultural knowledge and skills of a sociological, philosophical, cognitive, semantic and communicative nature, tailored to the dynamic contexts in which graduates will operate. Specific methodological knowledge and skills focused on design thinking, project management, and process organisation.

Educational, interpersonal, and social knowledge and skills aimed at human resource management and teamwork.

Ability to perform a systemic analysis of a project with reference to relevant socio-economic and technological contexts.

Knowledge in the field of sustainable innovation and the main international trends related to new sustainable and inclusive economies.

Business organisation knowledge and skills geared towards strategic design choices and the production management of related goods and services.

Knowledge of the main international trends in business innovation, alongside soft skills such as self-directed learning, self-criticism, and innovation.

Applying knowledge and understanding

The qualification is awarded to students who are capable of acting as catalysts for innovation thanks to the critical, creative, and analytical skills they have developed. They will be able to gather and interpret data to self-define their own path, maintain a clear sense of direction within a project as well as in their own academic and professional journey.

Making judgements

The qualification is awarded to students who are capable of acting as catalysts for innovation thanks to the critical, creative, and analytical skills they have developed. They will be able to gather and interpret data to self-define their own path, maintaining a clear sense of direction within a project as well as in their own academic and professional journey.

Communication skills

The ability to communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences through self-awareness and self-understanding, emotional management, empathetic intelligence, and conflict management and resolution.

Learning skills

The qualification is awarded to students who can "learn how to learn"—meaning they become aware of the personal tools they need to activate to continue learning both during their years of study, in their future lives, and in their day-to-day routines. Graduates can complement traditional methodological tools (textbooks, lectures) with the use of art and an artistic approach to projects and processes, exhibiting a high degree of autonomy.

- **Final exam:** the final exam consists of the elaboration of a thesis - a complete design project, composed also by a written report and a discussion. The thesis is developed in collaboration with a reality within each specific specialisation (companies, institutions, style and design centres, design and architecture firms, advertising and communication agencies...) and it focuses on contemporary design themes.

- **Job profiles:** graduates, once awarded with the 1st level academic diploma, may find employment as innovation/service designer (translating insights into service proposals), design strategist (supporting the positioning, identity and storytelling of brands and services), project manager for innovation, design research assistant, system designer (mapping complex relations, facilitating the analysis of the context and supporting the definition of scenarios and intervention areas), public/policy design assistant, design management assistant.

STUDY PLAN

CODE	DISCIPLINE	ECTS	YEAR
ISME/01	Design elements	4	1
ISSE/01	Business organisation	4	1

ISDC/07	Basic computer science	4	1
ISDC/01	Communication theory	4	1
ISSE/01	Industrial economy	4	1
ISME/01	Methodology	4	1
ISSU/01	Sociology and anthropology of design	4	1
ISSE/01	Business administration and management	4	1
ISSU/01	Sociology of design	6	1
ISDE/03	Systems analysis	12	1
ISSU/01	Cultural anthropology	6	1
	English for professional purposes	4	1
ISME/02	Basic design	4	2
ISDC/07	Digital image processing	4	2
ISSE/01	Business organisation	4	2
ISSU/03	Psychology for design and communication	4	2
ISSC/03	Art history	4	2
ISSC/01	History and criticism of contemporary design	4	2
ISDE/03	Product system design	4	2
ISSE/03	Fashion economics and marketing	4	2
ISDE/03	Process innovation	4	2
ISME/01	Design methodology	4	2
ISDC/02	Communication strategies	4	2
ISDE/02	Space design	8	2
ISDE/03	Systems design	10	2
ISDE/03	Typological innovation	4	3
ISSE/01	Business organisation	5	3
ISSE/01	Project management	4	3
ISSE/02	Professional practice management	4	3
ISST/03	Technological innovation	4	3
ISSE/01	Design management	4	3
ISSE/02	Professional business management	4	3
ISDE/03	Service design	6	3
	Independent activities	9	
	Project work/Internship	9	
	Thesis project	5	

FIRST YEAR'S DISCIPLINES

ISDE/03 – SYSTEMS ANALYSIS

Systems analysis

Through a multidisciplinary approach, the course examines and analyses the key elements that shaped the modern social-economic system. Starting from a macroscopic analysis of transformative processes, the course explores social and cultural innovation as a guiding force for systemic change towards a sustainable and inclusive socio-economic development. Moreover, the course delves into the local-territorial dimension to identify the theoretical principles and best practices that can start a process for innovative territorial change.

The course aims to provide practical tools and promote dialogue with local stakeholders.

The objective of the course is, thus, to develop a transversal analysis approach, to stimulate analytic thought, useful to understand the complexity of modern ecosystems. Furthermore, the course aims to develop skills in predicting behaviours, to give participants the necessary tools to guide process innovation in a systematic and strategic way for local and territorial contexts.

ISME/01 – DESIGN ELEMENTS

Design elements

Innovation is a complex process that requires imagination, vision, organisation, analysis, planning, leadership, context knowledge, strategy. Design methodologies allow to efficiently manage these aspects in a work plan defined in time and objectives. At the end of the course, students will have developed soft and hard skills to design, particularly the ability to: observe and analyse a context and its needs, identify plausible answers to those needs, develop a project in all its parts (from concept to planning), work in team, creatively face social challenges, connect contexts and subjects, monitor the development of the project, know the importance of evaluation and some methodologies. The course has the objective to provide the basic elements to create, design and manage change in social and work-related contexts.

ISME/01 – METHODOLOGY

Methodology

The course introduces the theory and methodology of design, intended as the set of knowledge, logics, methodologies that guide design activities, providing foundational elements of Project Cycle Management and integrated design tools stemming from several disciplinary and professional fields like service design, business modelling, territorial and socio-anthropological analysis, community engagement and impact measurement. Methodologies are taught alternating theoretical classes with practical exercises and presentation/discussion moments. This educational method allows to learn analysis and concept generation skills, the use of the main tools and methodologies useful to create social and cultural innovation projects or impact entrepreneurship.

ISDC/07 – BASIC COMPUTER SCIENCE

Contemporary technology and IT techniques

The course offers a panoramic on the main possibilities offered by already available technologies such as 5G, IoT – Internet of things, artificial intelligence, AR and VR, sensory and blockchain.

Functioning dynamics of the principal CMS (content management system) and API (application programming interface) role is analysed in depth. Students acquire the skill to identify and set the correct technological tools to be used in each phase of their work, understanding their limits and potential and to recognise the influence that technological and digital world has on society and its behaviours. The objective of the course is to understand how the technologies we have can be of support to human intelligence in identifying needs, analysing them and finding an answer to them.

ISSE/01 – BUSINESS ADMINISTRATION AND MANAGEMENT

Business strategy

To manage the growing social challenges of our century, it is essential to understand how businesses, one of the main actors in our economic and social system, function and operate. Starting from the theoretical concepts underlying business strategy, this course analyses business and corporate strategies, internal and external analysis methodologies, and the different types of innovation applicable to businesses, also through real-world case studies. The study of these factors and specific models implemented by companies enables students to understand how businesses operate, from highly technological and innovative firms to more traditional ones, and how to trigger innovative processes both within and outside organisations. The objective is to provide students with useful tools to understand the characteristics of these organisations and the strategies that can be implemented to ensure business growth and longevity.

ISSE/01 – INDUSTRIAL ECONOMY

Companies and competitive context

The course provides the tools to understand post-industrial revolution economic systems, with a particular focus on the concept of technological disruption, viewed as the engine driving the constant evolution of companies and their competitive environment. The teaching methodology begins with the analysis of different markets, competition models, and governance models currently present in the corporate context, as well as the definition of relationships between the company and its stakeholders (suppliers, competitors, clients, and employees). By the end of the course, students will be able to recognise and analyse a company based on its stakeholder relationship system. Furthermore, they will be able to look beyond the apparent static nature of a firm's relational model at any given moment and forecast what changes a potential technological disruption might bring.

ISSE/01 – BUSINESS ORGANISATION

Business organisation

The course explores theories, models, and methods used to analyse and manage organisations, following a path that spans the evolution of corporate dynamics up to the current context and future developments. Through a variety of teaching approaches, including

theoretical lectures, real-life corporate case studies, and class discussions, the course analyses decision-making processes in business enterprises, the challenges associated with change management, and the importance of corporate culture.

The objective of the course is to provide an in-depth overview of the theories and practices of business organisation, enabling students to acquire the ability to analyse and tackle key organisational challenges while developing critical thinking and effective communication skills.

ISDC/01 – COMMUNICATION THEORY

Communication theory

The course provides theoretical and practical training in communication.

To acquire the tools to consciously and effectively design various forms of communication, students are taught the cultural and historical foundations for analysing different methods and languages across interpersonal, media, and social spheres. Special attention is dedicated to social communication and new media, which are considered strategic for communicating innovation. The objective of the course is the acquisition of theoretical and methodological skills that contribute to the analysis and implementation of communication models, as well as the design of studies and research activities within the field of communication.

ISSU/01 – SOCIOLOGY AND ANTHROPOLOGY DESIGN

Semiotics for innovation

The course offers an interpretation of the socio-cultural scenario and the consumption and communication logics that currently influence the relationship between people, products, and services.

Furthermore, the course aims to raise awareness towards a broader perspective on product and service design, considering the context, languages, and meanings circulating in contemporary society, as well as how companies navigate the market environment. The teaching methodology analyses theories and methods for applying socio-semiotics to brand strategies and understanding the logic governing the "construction of meaning and value" of a brand/product. The objective of the course is to impart the skills necessary to interpret the socio-cultural scenario within which strategic design promoting innovation processes must operate today.

ISSU/01 – CULTURAL ANTHROPOLOGY

Cultural anthropology

The course guides students through fundamental knowledge of the anthropological discipline and its main fields of enquiry, highlighting its applications and the transformations they trigger on a social level. The initial part of the course introduces the history of the discipline and its key concepts, later focusing on contemporary knowledge production and its practical applications.

A portion of the teaching, enriched by fieldwork exercises, is dedicated to the traditional methods of ethnographic research, emphasizing those tools that are useful and applicable within social and cultural design. Through theoretical lectures, open discussions, text readings, and practical exercises, the course aims to stimulate an inclination towards an anthropological perspective, useful for understanding the present time, surrounding contexts, and

encountering multiculturalism. By the end of the course, students will have acquired an anthropological glossary and an analytical capacity useful for interpreting and describing contemporary society and phenomena.

ISSU/01 – SOCIOLOGY OF DESIGN

Sociology of design

The course proposes a reflection on the role of design as an agent of change, through the analysis of cases where design has been a driver of transformation – social, political, cultural, ecological, and scientific. Structured around the analysis of case studies and exhibitions, the course is approached as a research space, a laboratory within which to identify narratives essential for navigating the analysis of creative and transformative processes. The course is introduced by a reflection on the function of sociology for design and begins with a methodological premise dedicated to the analysis of urban civilisation as an intricate system of generating devices, products, and things. The objective of the course is to develop a critical approach to design and create greater awareness regarding the deep mechanisms that govern design within the contemporary socio-cultural context.

ENGLISH FOR PROFESSIONAL PURPOSES

English

The course is meant as a deepening of the English language, finalised specifically to obtain exposition and presentation skills. During the first semester, the course deals with basic elements of the language: grammar, phrase construction, idioms and verbs.

The second semester is mainly focused on technical elements tied to the study plan and professional activities. To this end, the course focuses on mastering technical terminology, to develop and achieve fluency in presentation and description.

English courses in IAAD. are realised in cooperation with My English School.

SECOND YEAR'S DISCIPLINES

ISDE/03 – SYSTEMS DESIGN

Systems design

The course aims to provide students with the theoretical and operational skills to analyse complex systems (social, environmental, production) using visual tools and systemic methodologies. Students will learn to map relationships, actors, and dynamics through tools such as causal loop diagrams, stakeholder maps, and value network maps to develop a holistic vision of design contexts.

The course promotes the integration of the systemic approach into design processes, stimulating the ability to generate innovative and sustainable strategies. Attention is paid to the circular economy, ecological transition, consistency between local needs and resources, and the prototyping of high-impact interventions, starting from local case studies and projects.

The course intends to equip students with criteria, metrics, and tools to measure and critically reflect upon the effects of design actions. The objective is to train a reflective and systemic capacity in guiding responsible, replicable, and scalable design choices.

ISDE/02 – SPACE DESIGN

Space design

The course aims to explore space not only as a physical dimension, but as a political, social, and experiential arena. The spaces we design and inhabit are never neutral: they condition behaviours, determine relationships, and construct inclusion and exclusion. Every design choice carries a responsibility because it has concrete consequences on the way we live together. In this course, students are invited to develop a critical and conscious perspective, capable of going beyond the aesthetic or functional dimension to understand space as a complex ecosystem of relationships. The transdisciplinary approach will also include Life-Centred Design, broadening the scope beyond the human being to include non-human actors and natural systems, thereby reading spaces as part of wider ecosystems. The goal is to acquire tools and recognise the role that designers have in fostering or hindering practices of citizenship, inclusion, and sustainability.

ISME/02 – BASIC DESIGN

Basics of design – visual thinking and systemic patterns

The Basic Design course is structured as a theoretical and practical journey into the visual principles underlying graphic design and visual communication. The topics and themes covered are designed to provide a foundational starting point that is not only visual but also perceptual and methodological, useful for approaching various design disciplines.

By the end of the course, students will be able to read and interpret complex graphic productions, recognising the core visual principles contained within them. Furthermore, they will be able to produce visual artefacts with greater awareness, employing reasoned and conscious design processes.

ISDE/03 – PRODUCT SYSTEM DESIGN

Innovation management

What is the difference between a product or service at the core of a successful company and a project that goes nowhere? The fact that a product stems from a good idea or is designed according to the logic of user-centred design is not enough for its actual success. For a project to work in the real world, it needs to be embedded within a system that makes it viable from both a logistical and economic perspective.

Therefore, the course aims to prepare students to use their design skills to build functioning businesses starting from a product or service, through a business-aware design approach that takes into account not only the users for whom they design, but also and above all, business requirements. By the end of the course, students will have acquired the ability to look at a project with a broad vision that encompasses its practical feasibility: how much it costs, how much profit can be made, and which choices are more or less advantageous. They will be able to identify, modify, and hypothesise competitive strategies and business models for the successful outcome of a product or service.

ISME/01 – DESIGN METHODOLOGY

European projects design and management

The course introduces students to the logic, tools, and methods of European project design. The analysis of the main EU funding programmes will allow for the exploration of opportunities aimed at different sectors: the third sector, public bodies, and the business world.

Through the European Project Cycle Management approach, the fundamental steps of a project will be examined in depth: defining objectives, building partnerships, planning activities, budget development, and dissemination strategies. The course alternates between theoretical lectures, practical exercises, and a final project work, enabling students to experience the entire application process of a European project, developing skills that are highly applicable in both professional and creative spheres.

ISDE/03 – PROCESS INNOVATION

Public innovation processes and civic design

Applying design methodologies to the improvement of public policies and services demands a paradigm shift: moving from a vision of policy as a legislative or administrative product to an understanding of it as a designed intervention.

Design is no longer an optional addition, but an intrinsic element in the formulation and implementation of public policies. Within this dynamic lies one of the most complex challenges: the tension between the standardisation and personalisation of public services. The course covers the entire life cycle of policies and social innovation. It begins with Public Policy Programming, which provides the theoretical context and reference frameworks, and then moves on to Policy Design, where students learn to shape interventions. It continues with Public Service Design, focused on implementing user-centred services, and with the module Co-Design, Civic Tech, and Participatory Platforms, dedicated to the active involvement of citizens and stakeholders. The journey concludes with Policy Measurement Techniques, which are fundamental for evaluating the impact, effectiveness, and efficiency of public policies.

ISDC/07 – DIGITAL IMAGE PROCESSING

Presentation design tools

The course introduces the techniques and languages of the visual presentation of a project, using a workshop-based and practice-oriented approach.

Using digital tools, design methodologies, and visual communication principles, the course guides students in creating effective, clear, and compelling presentations capable of integrating coherent textual, graphic, and visual content.

A portion of the curriculum is dedicated to image generation using Artificial Intelligence: students learn to use structured prompt design via the JSON method to obtain images that are consistent with the presentation's palette, tone, and objectives.

ISSU/03 – PSYCHOLOGY FOR DESIGN AND COMMUNICATION

Behavioural communication models

The course explores the psychological and strategic dynamics underlying public utility communication, with particular attention to human behaviour, persuasion, and the cognitive mechanisms that influence decisions. Through theoretical models (Nudge Theory, COM-B,

Fogg Behaviour Model) and social marketing tools, students learn how to design messages and campaigns capable of generating positive changes in individual and collective behaviours. The approach integrates psychology, communication, and design, featuring a strong digital and workshop-based component.

ISDC/02 – COMMUNICATION STRATEGIES

Communication strategies

The course aims to provide practical tools and theoretical models to understand, evaluate, and develop communication strategies. Attention is dedicated to social communication, Corporate Social Responsibility, and related corporate communication activities. To provide the most comprehensive overview possible, students are guided through a path that begins with learning key marketing techniques, subsequently focuses on communication, and then delves deeper into digital communication.

A further element of practicality is provided by the description and presentation of various professions within the communication world, as well as the analysis of the communication management process within organisations. The objective of the course is to learn how to apply integrated corporate communication, and to acquire the skills to develop communication and stakeholder engagement strategies and to evaluate a communication campaign.

ISSE/03 – FASHION ECONOMICS AND MARKETING

Fashion economics and marketing

The course addresses the various economic and marketing components of the fashion and costume system, with specific reference to design characteristics from the perspective of brand identity, product, and distribution. The course provides the foundations for understanding current innovation dynamics within processes that are currently further accelerated from a creative, production, and distribution standpoint. Within this context, the concepts of functional use, sustainability, and second-hand are highlighted, which have become inevitably topical for businesses in the sector.

The objective of the course is the acquisition of an awareness of the complexity of the fashion system and the ability to look analytically at the market, moving beyond the fascinations induced by brand storytelling. Furthermore, it lays the foundations for designing the development of a new brand, with the awareness that design must combine invention and intuition with processes, the market, and marketing policies.

ISSE/01 – BUSINESS ORGANISATION

Business organisation

In this second module of Business Organisation, students are guided through in-depth sessions on key topics of business organisation and into the understanding of organisational techniques, models, and methods suited to the current reference context.

The course covers both topics connected to a company's organisational ecosystem, such as team management, and topics applicable to individual development, such as defining and managing individual professional goals. Lessons include theoretical and methodological components alongside application and workshop sessions featuring first-hand testimonials from management and innovation experts. The objective of the course is to deepen the core

concepts of business organisation and learn to apply a Project Management-aligned mindset to this area as well; furthermore, foundational skills to effectively manage a working team are acquired.

ISSC/01 – HISTORY AND CRITICISM OF CONTEMPORARY DESIGN

History and criticism of design

The course addresses the disciplinary field of 20th-century design history with the aim of providing the tools necessary to understand the most significant episodes of 20th-century theoretical and material cultural design production and to engage with it in a conscious and critical manner. Following a chronological and thematic approach, the course analyses the events that have most heavily impacted social transformations, as well as the innovative processes that over the course of the 20th and 21st centuries have changed the meaning of Cultural Heritage (from museums to experimental schools and associations).

Topics are treated in a way that links case studies with social, economic, and industrial policies, the development of materials and production processes, artistic culture, and mutations in formal languages. The objective of the course is to develop the ability to independently conduct and present historical-critical research and to critically interpret a design project.

ISSC/03 – ART HISTORY

History of contemporary art and history of social art

The course, structured as an introduction to contemporaneity, aims to take students on a journey through modern and contemporary art history, providing the tools to understand the artistic innovations of our time.

The curriculum is structured as a historiographical analysis that runs from the late 19th century to the contemporary era, prompting students to question their perception of today's art and allowing them, by the end of the course, to view the same artworks through different eyes. The objective of the course is to develop personal and original critical thinking based on solid historiographical and socio-cultural foundations, enabling students to read an artwork and know the main artistic movements and key figures of the art world.

THIRD YEAR'S DISCIPLINES

ISDE/03 – SERVICE DESIGN

Service lab

The course offers a foundational pathway into advanced tools and methodologies of service design, with a particular focus on social, cultural, and corporate spheres. The course enables students to learn how to explore, investigate, and "sense" needs, contexts, actors, and constraints through design research methods, ultimately leading to prototyping, testing, and communicating innovative services, moving from concept to concrete project. During the course, students will work on real or simulated briefs dealing with relevant topics in the social, cultural, and corporate sectors, tackling current challenging issues. The goal is for them to build skills in designing high-impact services, from research right through to the final presentation.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Professions of the future

The course aims to help students understand the importance of the final year of the three-year undergraduate programme in Innovation Design: a year during which they will be called upon to make significant decisions regarding their medium-term future (3–5 years). Those who begin their working career will need to decide whether to approach the job market as entrepreneurs, employees, freelancers, etc. It will therefore be necessary to clearly understand what the job market is and the rules that govern it, to acquire soft skills (time management, goal-oriented working, communication, and listening), and to acquire tools to guide their choices for their future.

ISSE/01 – BUSINESS ORGANISATION

Organisational structures and behaviours

The course addresses the characteristics of past, present, and future organisational structures to understand their mission, values, processes, resources, and culture. The ongoing organisational change and emerging ways of working are analysed, and lastly, the topic of people management—the beating heart of organisations themselves—is explored in depth. Emphasis is placed on developing soft skills, such as emotional management, effective communication, inclusive leadership, and the ability to work in a diversified context.

The objective of the course is to understand different types of organisations using multiple perspectives (economic, sociological, or psychological) and to identify common traits, internal and external relationship methods, and their effectiveness. Furthermore, students acquire the ability to analyse and self-assess against the new skills required by organisations and conduct a personal skills audit.

ISST/03 – TECHNOLOGICAL INNOVATION

Emerging technologies

The course explores the main emerging technologies that are transforming contemporary design. Through examples, discussions, and short practical exercises, students learn to understand how artificial intelligence, automation, and the Internet of Things (IoT) can become tools for innovation.

Students will therefore learn how AI, IoT, and automation influence society and design, will know how to use digital tools for ideation and visualisation, and will reflect on how to critically evaluate the ethical, cultural, and social impacts of technological innovation.

ISDE/03 – TYPOLOGICAL INNOVATION

Typological innovation

The course introduces the theme of typological innovation, analysing how products change shape, function, and meaning, ultimately transforming into services or systems. Examples, methodologies, and application cases are compared to provide useful tools for critical interpretation and design experimentation. By the end of the course, students will be able to analyse the evolution of product typologies, understand the transformation from product to service and system, and propose solutions with a focus on sustainability and accessibility.

ISSE/01 – PROJECT MANAGEMENT

Project management

The course will address the principles of Project Management applied to Innovation Design contexts. The lessons will provide an overview of the foundations of the discipline and application methodologies, with particular attention to managing complex and multidisciplinary projects. The goal will be to provide students with theoretical and practical tools to tackle the entire life cycle of a project, from planning to closure, integrating traditional and agile methodologies. Furthermore, transversal competencies and soft skills related to the role of the Project Manager will be developed, fostering opportunities for discussion, exercises, and classroom simulations.

ISSE/01 – DESIGN MANAGEMENT

Design management

The course aims to provide in-depth knowledge in the field of strategic design with the goal of transferring the potential of design itself into the management of innovation processes within organisations and companies. The course deals with the dynamics that directly affect the strategic-environmental configuration of products and services, with reference to those incorporating innovation in terms of user experience or process.

Therefore, the processes through which the product/service connects, on one hand, to the overall developments of the economy and innovation, and on the other, to the strategic and operational methods of companies in managing innovation and organisational resources, are addressed.

ISSE/02 – PROFESSIONAL BUSINESS MANAGEMENT

Professional skills for inclusive projects

Starting from design management and its stages (from the project brief to execution), the course focuses on the responsibility of design not only to meet technical accessibility standards, but to embrace human diversity in its entirety. The design process will consider aspects such as physical and cognitive abilities, age, cultural and linguistic background, as well as environmental and situational contexts.

The goal of the course is to develop skills and provide tools to design in a way that is inclusive by design.