

## ACCF IDHD 490 HISTORY OF CONTEMPORARY DESIGN

<b>Program</b>	Three-year course in Design
<b>Course</b>	History of contemporary design
<b>Credits</b>	3
<b>Professore</b>	Catherine Hamon

<b>Course Description</b>	<p>The objective of this course is to explore the world of contemporary (furniture/industrial) design. Being "current history" there are not yet many books (especially recent) that talk about it, so we must try to understand the facts through different sources, such as design magazines and websites. Through these sources, it will be possible to discover who are the protagonists of today's design, both designers and manufacturers of design objects. In doing so, it will also be possible to know today's trends and to understand those for the future. To this end, the course is oriented to the research / discovery of these protagonists and trends. The topics are illustrated through descriptions and projected images, to then be further investigated by watching related videos.</p> <p>The student is asked to do 2 research assignments with the following topics:</p> <p>1) Personal <i>Design Yearbook</i> (2007-2021) with examples of "significant" design for each year including a variety of designers and companies. Each year will be represented with 4 products that went into production for the first time that year (15 years x 4 products/year = 60 total products). Each year it must be documented on 2 pages, A3 format (landscape 420x297mm). Therefore: 15 years x 2 pages / year = 30 total pages for the Yearbook research.</p> <p>Each documented product (high resolution image/s) must be accompanied by the following information:</p> <ul style="list-style-type: none"> <li>• product type + product name: (ex. lamp series ROMEO MOON)</li> <li>• designer name + website + photo: (ex. Philippe STARCK, <a href="http://www.starck.com">www.starck.com</a>)</li> <li>• manufacturer name + website: (ex. FLOS, <a href="http://www.flos.com">www.flos.com</a>)</li> <li>• materials: (ex. pressed glass, PMMA, brushed aluminum, etc.)</li> <li>• other relevant information (optional)</li> </ul> <p>2) <i>Monograph</i> of a contemporary designer (still alive), including biography and examples of their works. These design objects should be presented in chronological order with the same information listed above (for Yearbook) and enriched with other interesting info, for example: sketches, explanation of the design idea, prototyping phase, etc. (Max. 15 pages requested, same format as Yearbook)</p> <p>The research assignments (1+2) are to be documented in digital form (PDF file format). At midterm, the first five years (2007-2011) of the Yearbook are due, followed by the completed Monograph of the contemporary designer chosen by the student (communicate choice to the prof for approval by the 3rd lesson). Both of these assignments (Yearbook+Monograph) should be included in (1) unique file (pdf format), and should be named as follows:</p> <ul style="list-style-type: none"> <li>• SURNAME History_CD Sem5_MID (high resolution, but of controlled dimension)</li> </ul>
---------------------------	--

	<p>After midterm, each student will present/illustrate their “Designer Monograph” research to the classroom (to be scheduled). At the end of the semester, the FINAL file with the completed Yearbook, followed by the Monograph, is due, and should be named as follows: • SURNAME History_CD Sem5_END (high resolution, but of controlled dimension)</p>
<b>Learning Objectives and Outcomes</b>	<p>At the end of this course the students will be able to:</p> <ul style="list-style-type: none"> <li>• observe objects around them in order to have models from which to draw inspiration.</li> <li>• obtain, analyze and present research documentation.</li> <li>• understand how to obtain stimuli and knowledge through the critical analysis of current products.</li> <li>• organize and present a <i>book</i> of their research elaborated.</li> </ul>
<b>Student Assessment</b>	<p>The student will be evaluated on his/her:</p> <ul style="list-style-type: none"> <li>• student attitude: attendance, dialog, effort, workflow, meeting deadlines, and improvement</li> <li>• ability to gather and synthesize useful information for one’s proper research</li> <li>• ability to organize and explain one’s proper research in an orderly and concise way</li> <li>• documentation skills</li> </ul>
<b>Bibliography, Webography, Filmography</b>	<p>Books:  <i>Design: The Definitive Visual History</i>, Dk Publishing (2015), pub. Dorling Kindersley  <i>Design Contemporaneo- Mutazioni, Oggetti, Ambienti, Architetture</i>, Mello, P. (2008), pub. Mondadori Electa  <i>AZ Design</i>, Polster, B., Neumann, C., Schuler M., Leven, F. (2008) Mondadori Electa</p> <p>Magazines (Accademia Italiana subscriptions):  <i>Abitare, Interni, AD (Architectural Digest), Elle Decor Italia, Wallpaper, Living</i></p>

<b>Week 1</b>	<p>Topics:  Introduction: Program / Assignments  Syllabus and Books  <i>Course Organization (chapters):</i>  The Years ‘90s, ‘00s, ‘10s, ‘20s  The Protagonists- Designers &amp; Groups  The Protagonists- Manufacturers &amp; Brands  Magazines, Websites &amp; Video  The trends of today and tomorrow</p>
<b>Week 2</b>	<p>Topics:  The ‘90s  The Protagonists “of the day” (Designers and/or Brands)  Research in class (assign):  1) Design in the Years... (<i>Yearbook</i>)- create layout for your presentation  2) Contemporary Designer (<i>Monograph</i>)- choose and communicate to prof.</p>
<b>Week 3</b>	<p>Topics:  The ‘90s  The Protagonists “of the day” (Designers and/or Brands)  Research / in class activity:  1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i>  2) Work on presentation</p>
<b>Week 4</b>	<p>Topics:  The ‘00s  The Protagonists “of the day” (Designers and/or Brands)  Research / in class activity:</p>

	<p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 5</b>	<p>Topics: The '00s</p> <p>The Protagonists "of the day" (Designers and/or Brands) Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 6</b>	<p>Topics: The '00s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 7</b>	<p><b>MID-TERM FILE DUE:</b> <i>Yearbook</i> (2007-2011) + <i>Monograph</i> (completed)</p> <p>File name: SURNAME History_CD Sem_5_MID (format .pdf ONLY)</p>
<b>Week 8</b>	<p>Topics: The '10s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 9</b>	<p>Topics: The '10s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 10</b>	<p>Topics: The '10s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 11</b>	<p>Topics: The '20s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 12</b>	<p>Topics: The '20s</p> <p>The Protagonists "of the day" (Designers and/or Brands)</p> <p>Research / in class activity:</p> <p>1) Gather Info + Images (magazines + Web) for <i>Yearbook</i> and <i>Monograph</i></p> <p>2) Work on presentation</p>
<b>Week 13</b>	<p><b>PRE-FINAL FILE DUE:</b> <i>Yearbook</i> (2007-2021) + <i>Monograph</i></p> <p>Name of File: SURNAME History:CD_II Sem3_PRE-END (format .pdf ONLY)</p>

**Week 14**

**FINAL FILE DUE:** *Yearbook (2007-2021) + Monograph*

Name of File: SURNAME History:CD\_II Sem3\_END (format .pdf ONLY)