INTERIOR AND PRODUCT DESIGN COURSE DESCRIPTIONS 2024-2025

ACCF IDIP 390 Interior Planning 2 – Commercial Spaces – *fall semester**
ACCF IDBM 390 Technology of Building Materials 1 – *fall semester*
ACCF IDPD 390 Industrial Design
ACCF IDCD 390 Computer Aided Design - Rhino
ACCF IDCD 391 Computer Aided Design – Cinema 4D
ACCF IDMK 490 Elements of Marketing
ACCF IDMP 490 Industrial Materials and Processes – *spring semester*
ACCF IDIP 490 Advanced Interior Planning
ACCF IDPD 490 Advanced Industrial Design
ACCF IDCD 490 History of Contemporary Design – *fall semester*
ACCF IDBM 490 Technology of Building Materials 2 – *fall semester*
ACCF IDWD 290 Design of Window Displays
ACCF IDTP 490 Theory of Perception and Psychology of Form – *spring semester*
ACCF IDPD 390 Intensive Italian Product Design - *summer only*
ACCF IDIP 390S Interior Planning – Commercial Spaces – *summer only*
*Please note that unless otherwise indicated, courses are taught both fall and spring semesters.

ACCF IDIP 390 Interior Planning 2 – Commercial Spaces – *fall semester*
The course will focus on a single subject for commercial use, such as an eco-sustainable book cafe. Students will first analyze and research their chosen subject and develop preparatory sketches. Later in the course they will learn to reduce spaces in relation to use and to real distances. The lessons will help students to develop the critical and drawing skills needed to create their projects, which will be presented at the end of the course.

ACCF IDBM 390 Technology of Building Materials 1 – *fall semester*
The study of an interior or exterior space will prepare the student to comprehend simple solutions regarding a particular combination of different materials. Students will learn or will deepen their knowledge of the appropriate use of these materials according to different zones and use of the living space. The course aims to provide students with the widest basic and technological knowledge needed to complete an interesting and quick project, according to the client's request. The correct use of materials is learned in theoretical lessons and expanded upon through guided visits to principal stores, show rooms and local industries.
The primary purpose of the course is to provide students with ample direct knowledge of the materials generally used in interior and exterior design. The projects developed by students will include the use of new materials suggested by the instructor.
Students will pay particular attention to the free-hand drawing of the represented material and will also present their research of the application and the use of materials studied throughout the course.

ACCF IDPD 390 Industrial Design
The course aims to guide the student through a phase of the design process, which involves switching between 2-D and 3-D information. The process of design contains both of these dimensions, which allow the designer to express his/her ideas and communicate them to others (i.e. peers, professor, client).

The beginning of the course will focus on the seating unit: the armchair and its dimensions. During this exercise, the student will execute several technical drawings to better understand the logic of orthogonal projections (usually taught in the first year of studies); this will be the practical application of that knowledge and those skills. From these drawings, the student will build a precise scale model of the armchair (1:10) in lightweight cardboard.

Afterwards, having understood the basic dimensions of an armchair, the student will be asked to develop an original armchair, applying the information acquired in the previous exercise. The student will express his/her ideas in both 2-D (sketches/drawings) and 3-D (study model in modeling clay, preferably in scale) and finally with the relative technical drawings (orthographic views).

The third assignment will be the design of a hand-held peppermill. The student is encouraged to develop his/her idea through the use of both 2-D and 3-D work (sketches, tech. drawings and study models). This being the final exercise of the semester, the student will be encouraged to apply the skills acquired during the semester (3-D computer modeling / Rhino) to further "illustrate" their idea (3-D model + basic rendering).

ACCF IDCD 390 Computer Aided Design – Rhino

The course will focus on the introduction to 3D modeling using Rhinoceros 3D software.

Students will be supervised in the making and managing of 3D models starting from 2D geometries, sketches and pictures of everyday objects and furniture products.

Aims and objectives of the course:

First, the students will learn the Rhino basic tools that will help them model simple objects. Second, they will learn to make and manage 3D models with the most frequently used Rhino commands.

ACCF IDCD 391 Computer Aided Design – Cinema 4D

The course will focus on the introduction to 3D modeling using Rhinoceros 3D software.

Students will be supervised in the making and managing of 3D models starting from 2D geometries, sketches and pictures of everyday objects and furniture products.

Aims and objectives of the course:

First, the students will learn the Rhino basic tools that will help them model simple objects. Second, they will learn to make and manage 3D models with the most frequently used Rhino commands.

ACCF IDMK 490 Elements of Marketing

This course aims to provide the necessary knowledge and skills related to Cultural Marketing. In the first phase it focuses on issues related to communication, general marketing and corporate management, as essential starting points. In the second phase it specifically examines aspects relating to Cultural Marketing, with its gender specificity and strategic setting, identifying the specific dynamics of the culture sector, up to the organization of a cultural event as a recurring marketing tool and current object of dissemination in the culture and design fields.

Students will work on group activities with the aim of developing a practical methodology related to the course topic. Case studies will be used in class to facilitate understanding of the dynamics of the sector and the professionals involved.

ACCF IDMP 490 Industrial Materials and Processes – *spring semester*
The objective of this course is to explore the world of industrial production, examining various materials and manufacturing methods that are used to produce objects of design and non. The topics are explained through the projection of technical descriptions and images, which are then further illustrated by the viewing of correlated videos.

ACCF IDIP 490 Advanced Interior Planning
This course involves the project of a DESIGN & ART office in the tower San Niccolò in Florence. Its objectives are to extend and complete the student's training in the design of public spaces. Lessons will include the analysis and research of the project subject, after which students will create preparatory sketches related to public spaces. Students will learn to reduce spaces in relation to their use and to real distances. The lessons will help students to develop the critical and drawing skills needed to create their projects, which will be presented at the end of the course.

ACCF IDPD 490 Advanced Industrial Design
The aim of this course is to help the student manage his time and improve his skills in order to organize, develop and present professional industrial design projects. Special attention is given to the design process, a method to follow in order to organize and execute a design project from the beginning to the end. The projects developed are divided into 4 phases:
Phase 0) Organization & Introduction
Phase 1) Research & Analysis
Phase 2) Ideation & Development
Phase 3) Refinement & Presentation
The student is asked to follow the four-phase process to explore his ideas using both manual and computer-aided techniques in order to produce various projects (minimum 2) regarding two categories: Furniture and Product Design. One of the projects must be associated with the annual school theme and another is to participate in an active design contest (deadline during the academic year).

ACCF IDCD 490 History of Contemporary Design – *fall semester*
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.
The student is asked to do 2 research assignments with the following topics:
1) Personal *Design Yearbook* (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.
2) *Monograph* 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)
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).
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.

ACCF IDBM 490 Technology of Building Materials 2 – *fall semester*
In this course students will learn about the characteristics, properties and uses of building materials, finishes and products for diverse interior design projects. They will learn to select the appropriate materials for different projects and environments.

ACCF IDWD 290 Design of Window Displays
The course is a basic but intensive introduction to window display design. It is the key step to those who aspire to become visual merchandisers as well as retail designers.
How to capture the customer's attention and trigger their desire using creativity and technique? The program combines basic elements of visual merchandising as well as important basic tools of design.
In order to improve and accelerate students' professional skills, part of the program will be developed in close relationship with partner stores, using the "learning by doing" approach.
Course format: A combination of lectures, discussions, group activities and work in the field. Lectures are held in English and Italian with the support of Powerpoint presentations and videos.
Course content: Introduction to visual merchandising, principles of design and visual communications.
Class discussion and assignments. Analysis of window displays and brand visual communications.
Lesson on site in stores: To get in touch with real professionals and spend a day following them working.
Workshop: Design and installation of a window display with the creation of unique decoration using different techniques.

ACCF IDTP 490 Theory of Perception and Psychology of Form – *spring semester*
This course introduces fundamental aspects of visual perception principles and theories, with the objective of laying the foundations for correct planning in the design field. Students will complete practical exercises, research projects and essays related to these principles, working individually and in groups.
The course aims to introduce students to the world of design through original and experimental exercises and critical analysis, so that they can apply these basic principles to communicate design messages.

ACCF IDPD 390 Intensive Italian Product Design - *summer only*
This two-part course will cover the history of Italian design together with a studio element in which students will enter into the design phase with their own design projects. The History of Italian design will cover figures beginning with Leon Battista Alberti and Leonardo da Vinci up to modern figures like Sottsass, Gregotti, Piano and Pininfarina. The contributions to the field of design of various Italian names are defined against the history of design in general, and reflection upon the creative and working process of these great names will accompany the student in the studio element of the course in which he or she will embark upon his own design project. Basic knowledge of technical drawing and design is required.

ACCF IDIP 390S Interior Planning – Commercial Spaces – *summer only*
This course will provide an overview of the design of commercial spaces after which students will focus on a single project for commercial use. After researching and analyzing their project subjects, students will create initial sketches. During class they will learn to reduce spaces in relation to their use and their real measurements. Special attention will be directed towards critical-graphical project preparation. At the end of the course, students will present their individual design projects.