

ACCF IDPD 390 INTENSIVE ITALIAN PRODUCT DESIGN

Course	Intensive Italian Product Design	
Department	Interior and Product Design	
Instructor	Paolo Volsi and Jacopo Giagnoni	
Credits	6	
Course Description:	<p>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.</p>	
Learning Outcomes:	<p>Upon completion of the course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Identify and discuss the major names in Italian design. 2. Correctly place various Italian designers according to historical era and context. 3. Demonstrate ability to approach a design project from the planning and research phase to the first sketches. 4. Complete a design project with final sketches, technical data, background research and presentation in final portfolio. 5. Present a design project, justifying the choices regarding style, materials, costs and processes. 	
Course Outline:	Week	Topic
	Week 1	History of Italian design up to the industrial revolution. Introduction to the industrial design project. Introduction to Industrial design. "Artificial Writing", anticipation of the Industrial revolution. Furniture design – analysis of various design project - research for individual projects
	Week 2	The industrial revolution. Wedgwood Etruria factory. Furniture design – research for individual projects – presentation of a company for which the object will be designed. The Victorian Age. Cole and Morris. Arts and Crafts Movement. The Great Exhibition (London 1851), Thonet industry, Patent furniture. Art Nouveau.
	Week 3	Presentation of materials relative to the company chosen. Guild of handicraft, Glasgow school, Walton, Mackintosh. Presentation of concept for design project. The Wiener Werkstatte, German design influence.

	Week 4	Visit to Piaggio factory and museum. Individual and group critiques design projects. Deutscher Werkbund 1907, AEG, Desgin in USA / Ford, Neoplasticism, Bauhaus. Art Déco, in France and Italy, Le Corbusier.
	Week 5	Visit to design shop/materials. Frank Lloyd Wright, Streamlining, International Style, Italian Rationalism. Group and individual critiques. Italian design in the 1950's, Vespa, Fiat 600, Fiat 500.
	Week 6	Olivetti, Sottsass, Radical Design, Neo and post-modern. Alessi factory, High tech design in Italy, , Fitted and unfitted bodies, Transitive Design. Presentation final design project. Final exam History of Design.
Recommended reading:	<p>'C. Grynier, "Smart design: products that change our lives", Hove, Sussex, 2001</p> <p>D. Normans, "Emotional Design: Why we love (or hate) everyday things", Basic Books, New York, 2004</p> <ul style="list-style-type: none"> - Design in Italy: 1870 to the present, Penny Sparke, Abbeville Press 1990 - Italian Design (MoMA Design), Giampiero Bosoni and Paola Antonelli, 2008 - Masterpieces of Italian Design, Charlotte and Peter Fiell, Carlton books 2014 <p>Design Magazines: Interni, Modo, Disegno Industriale, Abitare</p>	