

**INTERIOR AND PRODUCT DESIGN
COURSE DESCRIPTIONS 2016-2017**

Interior & Product Design

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ACCF IDFS 190: Free-hand Sketching

ACCF IDMP 590: Materials and Industrial Processes

ACCF IDPD 390: Intensive Italian Product Design - Summer

ACCF IDGD 190: Geometric Design

The course aims to provide students with a basic understanding of descriptive geometry, obtained through a combination of lectures and in-class exercises. Exercises will consist of hand-drawn technical drawings such as orthogonal and volumetric projections. Starting with the drawing of geometric shapes, students will learn to draw pieces of furniture designed by great designers of the past, as well as domestic interiors and shops. They will become familiar with a wide variety of graphical representation methods, ranging from the simplest to the most complex.

ACCF IDGD 290: Geometric Design II

This course is the continuation of Geometrical Drawing I. During class time students will analyze different drawing techniques such as those used in perspective drawing and outlines with shadowing, which were not fully covered in Geometrical Drawing I. The subject is organized in lectures and practical lessons. During technical drawing exercises, graphic techniques are applied to furniture, furnishings, furnished rooms, details of interior spaces, external space, etc.

ACCF IDBD 190: Basic Design

This course is organized into six core areas which are intended to develop the student's creativity and provide him/her with the technical tools with which to translate this creativity into correctly drawn technical imagery. During the first part of the course students will be asked to identify complex shapes composed of geometric and organic shapes and establish their interrelationships. The purpose of this exercise is to teach the student to identify the compositional and organisational matrix of complex shapes in their two-dimensional and eventual three-dimensional spatial contexts. During the second part of the course, students will complete simple exercises that demonstrate spatial concepts in their technical context. Students will be asked to design common domestic objects and conduct research and a critical analysis of similar objects on the market. The final project will consist of the graphical and technical presentation of an object in different spatial viewpoints: a plan view, a frontal view, a side view and axonometric view.

ACCF IDAS 190: Analysis of Styles

This course aims to provide students with a basic and general knowledge of art history. It will develop their abilities to recognize and comprehend the most famous Italian and international works of art, with particular attention given to the most important European masterpieces over the centuries. In the first part of the course students will study the "classical" styles from the Greek and Roman worlds to the Romanesque period, followed by the most significant works and artists of the Gothic and Renaissance periods. The second part of the course will cover the artwork as well as the major artistic and cultural points of view of the 17th and 18th centuries.

ACCF IDAI 391: Architectural Interventions

This course aims to instruct students in the attentive and appropriate use of interior design elements with respect to the primary structure of a building undergoing intervention, as well the design elements involved such as space dividers, fireplaces, brick bookcases, etc. The correct design of interior spaces will be explained using specific examples and interior design exercises combined with a technical analysis of the spaces that the students will be working with. Students will prepare a series of designs for each topic and will complete the training with class assignments to be completed within a specified time period (maximum 3 hours) on the theme of the sub-division of a house into mini apartments. The professor will provide the base plans, fronts and sections of the house.

ACCF IDID 290: Industrial Design I

The course aims to prepare students to design domestic household items using a rigorous project methodology that will enable them to experiment with the different materials currently used in design industries. By experimenting with different materials for each project, students will develop their own individual project design styles which will ultimately distinguish them as professional designers. In the first phase of the project, students will approach the various themes using drawing (with traditional tools and instruments) as a means of cognitive and design investigation. In the second phase, students will select and use techniques and instruments (drawing tools, computers, etc.) more in line with their own individual styles and preferences, with agreement from the instructor.

ACCF IDID 390: Industrial Design II

This course continues and elaborates on the themes introduced in Industrial Design I. Students will further develop their knowledge and skills in industrial design focusing on household items. The class will address the correct use of materials and the construction systems that dictate the object's final shape. Students will refine their technical and geometric drawing skills as they are applied to their designs.

ACCF IDID 490: Industrial Design III

This course will underline the relationship between the designer's work and the productive process. Every company has its own identity, based on the use of a specific material technology, its market zone, the customer target, its history and market philosophy, and so on. The students must develop their designs within this context without losing their souls. In the first phase, students will conduct research using books, magazines, catalogues, the internet, etc. The results of their research will be discussed as a group, in order to stimulate reflection on the subject and to deepen and focus the fundamental aspects of the project. The designing phase is the next step of the course, in which the students' abilities and his expressive desires are developed, from the concept to the final design.

ACCF IDID 590: Advanced Industrial Design I

Students will investigate new needs and uses for products related to contemporary living through a careful analysis of the product and the market. They will then design industrial objects with an eye toward innovative form and function to improve the professional performance of a company of their choice.

ACCF IDID 690: Advanced Industrial Design II

This course deals with industrial design and how to face a design project in a practical and realistic manner. 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: 0_*Organization & Introduction*, 1_*Research & Analysis*, 2_*Ideation & Development* and 3_*Refinement & Presentation*. The student is asked to follow the four-phase process to produce at least 2 "complete" and several "mini" industrial design projects regarding two categories: Furniture and Product Design. Various aspects regarding the products in these categories will be discussed in class, including general considerations about materials and manufacturing processes. One of the projects is to be associated to the annual school theme. The results of this process and relative assignments will be monitored during in-class presentations at mid-term and end-term of each semester.

ACCF IDIP 290: Interior Planning I

This course will provide students with the necessary tools for a correct interpretation of the distribution and building analysis of living spaces. Students will learn the basics of spatial measurement and different illustration techniques for sketching interior spaces. Color, light and style will be considered in the analysis of different rooms of a home. Students' projects will focus on solving design problems for clients.

ACCF IDIP 390: Interior Planning II

The course aims to expand upon and complete students' skills and abilities related to the design of commercial spaces. The course will focus on a project involving the design of a commercial space. Students will select among three possibilities of a space to be used for a jewelry boutique, a trattoria/restaurant and a beauty salon. 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 IDIP 490: Interior Planning III

The aim of the course is to teach students project methodology to design domestic spaces (the house as a self-portrait) that will allow them to manage the project in its different stages and demonstrate its construction feasibility. In the first part of the course, they will examine the issues and problems related to the analysis of the space and its potentialities highlighted by the survey (spatial area, height, volume, floors, support frames, light sources, etc.). In the second part of the course, designing problems and issues will be discussed to enable the student to identify and describe, in a professional manner, his/her own project that will be fully elaborated on the computer. In addition, students will compile personal catalogues of furnishings (commercially available) to use as a reference guide for designing the project.

ACCF IDIP 590: Interior Planning IV

This course will extend and complete students' training in designing public spaces with a project to design the interior of a fashion atelier. Students will conduct analysis and research, producing preparatory sketches related to public spaces. Lessons will provide instruction on how to reduce space in relation to use and to real distances, preparing them for a design for the chosen subject.

ACCF IDIP 690: Interior Planning V

In this course students will complete a project related to public spaces. The course will focus on a single subject, in which students will study the use of a public space for a literary café or a day care center. Students will conduct analysis and research on the project subject, producing preparatory sketches related to public spaces. Lessons will provide instruction on how to reduce space in relation to use and to real distances, preparing them for a critical-graphic design for the chosen subject.

ACCF IDBM 390: Technology of Building Materials

This course will prepare students to develop simple solutions regarding the combination of different materials in interior or exterior spaces, taking into consideration the different zones and uses of the living spaces. In addition to classroom lectures, the course will include guided visits to the main stores, show-rooms and local industries, in order to provide students with ample direct knowledge of the materials generally used in interior and exterior design. During the course students will use free-hand drawing to represent materials and will conduct research about their use and application.

ACCF IDBM 490: Technology of Building Materials II

This course aims to familiarize students with the different characteristics of building materials so that they can understand how materials relate to interior design in all facets, and when and how the materials should be used in various environments. The class will include visits to showrooms and stores and technical exercises.

ACCF IDHD 290: History of Design

The course will investigate the issues related to Industrial Design as a language and means of mass communication. Objects will be analyzed in their formal components and as functional and ethical issues, and will then be organized into formal categories to better understand their meaning, their innovative power, their ability to spread within the company and their value. The course will discuss the evolution of the design language that has characterized the end of the last century and the first years of the new century, and the role of the information revolution of digital design as it applies to Industrial Design and the ongoing debate of the conflict between culture and technology. It will also discuss this new scenario in which the designer must address the development and management of new types of objects with new purposes, using software that is more flexible, powerful, and above all, designed as an extension of the brain's impulses.

ACCF IDHD 390: History of Design II

This course will discuss the historical developments in the evolution of design forms over time, especially those of interest after the Second World War up to the present. It will focus on the major European and American designers and their iconic designs.

ACCF IDMD 390: Model Building

This is a basic level course that will begin with modelling soft materials, cutting them with manual instruments to begin with and then with electric machines. Model building is a very important skill for product design, interior design and architecture, especially in the preliminary stages of the project. Often ideas and solutions are generated from preliminary models. Students will make original models of their own designs and models designed by the teacher.

ACCF IDMD 490: Model Building II

In this advanced level course, students must already be familiar with the materials, cutting techniques and use of machines. In addition to refining students' model-building skills, this course aims to develop students' skills in reading drawings, which are necessary to reproduce scale models of products, interiors and architectural sites.

ACCF IDDM 471: Marketing

This course, starting from the various possible definitions of "marketing", will investigate the function and objectives of marketing-mix strategies and the role and content of Market Planning. It will include an overview of the various stages of product development within the industry, from the development of the first concepts to monitoring of the first series produced and put on the market. The early stages of product development will be analyzed by investigating marketing, design and production skills. The course will also analyze the Third Industrial Revolution and the role of the designer and marketer in this context. Students will analyze the elements of complexity and innovation in terms of design and ethics and the role of the designer in the entire production process.

ACCF IDCC 290: Introduction to AutoCAD

This course aims to provide the basic skills and knowledge required for computer animated design (CAD) and two-dimensional drawing. It will underline the relationships between traditional and automatic drawing, so that students can gradually develop the mindset to understand and use the new system. Students will learn how to draw accurately and to organize their work carefully.

ACCF IDCC 380: CAD Cinema 4D

This first CAD course focuses on the basics of Cinema 4D software, starting with standard solid modelling and instruction in how to transform 2D geometric shapes into 3D objects. In this first semester the students will learn how to import Autocad drawings as a starting point for 3D modelling.

ACCF IDCC 480: CAD Cinema 4D II

The main aim of this course is to instruct students in Vray basics; beside this software, this course will introduce some Autocad and Photoshop basics in order to provide tools to edit a simple 3D model.

ACCF IDCC 580: CAD Cinema 4D III

This course will focus on post-production effects for Cinema 4D projects (light-filter-texture mapping) using Photoshop and urban modelling with photo-mapping. Students will complete a project such as the interior design of a fashion store.

ACCF IDCR 390: CAD Rhino I

This course will enable students to use Rhinoceros software to create simple, realistic industrial object models in less than ten minutes. Students will learn about 3-D modelling using Rhinoceros and NURBS modeling software. They will be introduced to a variety of 3-D application models used in industrial and interior design and will be engaged in multiple projects, learning how to model in Rhino through exercises that will address various issues beginning with simple ones and gradually becoming more complex.

ACCF IDCR 490: CAD Rhino II

This continuation of the introductory Rhinoceros course will expand upon what has already been learned. Students will learn new useful tools to create increasingly complex models within the appropriate replica and research strategies, using a few simple construction curves to create them. They will effectively and persuasively present their creations through the rendering engine V-Ray ASGvis.

ACCF IDWD 290: Design of Window Displays

The aim of this course is to provide students with the tools necessary to design window displays. Students will study the relationships between site, system and object (both physical and conceptual) as they research new approaches to contemporary museum display systems. During the course they will design an exhibition for a collection of works or objects of various kinds in a specific space that will be assigned. The design phase will include a careful analysis of objects that will be displayed and spaces to set up, considering all the services related to the exhibition.

ACCF IDES 490: Design of External Spaces

This course aims to provide students with the instruments to analyze exterior spaces, to design projects that enrich the quality of life outdoors and to improve their design capability. Students will deal with the problems related to constructed exterior spaces (such as city squares) and green spaces (such as

gardens), with special attention given to the street furniture project. The course will analyze exterior urban spaces and how we perceive them - not only visually, but also through senses of sound, touch and smell. The third part of the course will focus on the street furniture project, examining the definite restraints and researching the most appropriate aesthetical, functional and technological solutions. The course will include lectures supported by visual materials.

ACCF IDES 590: Design of External Spaces II

This course will continue with the research started in Design of External Spaces I. Special attention will be given to the architectural elements of exterior design, such as how the space is cut, the desired functions of the design and how people circulate. Design elements will include pavement, the introduction of green space and water (such as fountains, basins, etc). The relationship between the design and problematic elements such as traffic, environmental concerns, etc. will also be considered. Objects designed in the previous semester will be included in the final project's design.

The space will be selected among the exterior areas designed for the Interior Design program thesis in order to coordinate the two projects and obtain an organic and more complete result for the third and final year of the course.

ACCF IDFS 190: Free-hand Sketching

The objective of the course is to develop and practice a series of techniques enabling the students to rapidly communicate their ideas with just pen and paper. Each class will introduce a new technique through demonstration that will then be the subject of the following week's assignment. Students will be encouraged to develop their own style using the fundamental techniques presented in the class. The classes will consist of the students' presentation of sketches to the class for review, lectures and demonstrations, workshops (time in class working on techniques with the teacher one on one), and subsequent assignments. There will be 3 in-class tests, of imaginary projects, spaced throughout the semester, implementing all the techniques learned up to that particular point in time. The students will present a bound collection of all their sketches at the end of the semester, showcasing their progress and ability with free-hand sketching.

ACCF IDMP 590: Materials and Industrial Processes

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 of the course are explained through the projection of technical descriptions and images, which are then further illustrated by the viewing of correlated videos. The student is asked to keep a classroom notebook including quick illustrations about the lessons, which will be evaluated at the end of the semester. The student is also asked to do two research assignments.

ACCF IDPD 390: Intensive Italian Product Design – Summer

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.