



DS 223 ITALIAN DESIGN: THEORY AND PRACTICE
IES Abroad Milan

DESCRIPTION:

This course introduces students to the history and evolution of Italian Design and the design process methods. We will explore the reasons and the context that gave birth to a worldwide trend that still influences our contemporary lifestyle. Italian Design will be presented through the life and work of the greatest designers and of the most innovative Italian companies. During the course, field trips will be organized to allow students to visit the most famous Milanese design locations, such as ADI Design Museum and Fondazione Alinari or Magistretti. We will focus on the product-service system dimension of design, which can govern and channel change and innovation evolutionarily in line with our world's changing context and sustainability challenges. In particular, the project will focus on reception services for foreign persons arriving in a foreign country and how trends like digitalization, globalization, and sustainability can affect the experience lived by newcomers. Students will be asked to analyze the proposed topic and propose a new product-service solution for a specific target like foreign students coming to live an exchange experience in Milan.

CREDITS: 3

CONTACT HOURS: 45

INSTRUCTOR: Daniela Maurer daniela@danielamaurer.eu

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: none

METHOD OF PRESENTATION:

Lectures, discussions, creative sessions, case studies, field studies, student presentations.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation, course related trips included - 10%
- Midterm Exam - 20%
- Final Exam - 50%
- Individual presentations - 20%

Course Participation

An important part of the learning will be done in class through discussions and presentation of case studies. Students are expected to take an active part in these discussions by contributing their own experiences as well as concepts learned from assigned readings, homework, and lecture materials.

Midterm Exam

The exam is a written test of closed and open questions, based on the readings, lectures, and on learnings during the course related trips.

Final Exam

During the course, students will work in small teams to develop a product-service project. The final exam will be the opportunity to present the design process, the choices taken, and the final result. Team presentations will be supported by slides and by the prototype of the developed object.

Group presentations

During the course, students will work in small teams. Each group will be responsible for developing the final design project and doing research during the course. Every research will be presented to the rest of the class; each team member will be required to take an active role in both the research and the presentations.



LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Understand the role of Italian design in influencing design practice
- Learning the peculiar nature of the Italian design culture and the new directions of the design practice today
- Know how to innovate using design methodologies and phases by applying a trial-and-error approach
- Design a working prototype of their final object
- Test their creative skills and become familiar with design basic skills and mindset
- Be aware and able to imagine a product-service solution.

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For the reason, the IES Abroad Milan attendance policy allows for the following number of absences, which are intended to be used for physical and mental health reasons:

THREE (3) absences in each Italian language course,
TWO (2) absences in each Area Studies course,
ONE (1) absence in each seminar course or course meeting 1 day a week,
ZERO (0) absences in each course of individual music instruction.

Every absence beyond this allowance will automatically result in a penalty of 2 percentage points off the final grade. SEVEN (7) absences will result in a failing grade in Italian language and Area Studies courses. FOUR (4) absences will result in a failing grade in seminar or 1-day-a-week courses. Failure to attend a scheduled exam, test, quiz, or presentation will automatically result in an F grade on that assessment.

Students are expected to abide by the **IES Abroad Code of Academic Integrity**. All work submitted by a student for academic credit should constitute the student's own original work. Any work submitted for academic credit may be subject to review by a textual similarity detection service for the detection of plagiarism and AI usage.

CONTENT:

Week	Content	Assignments
Week 1 <i>Feb. 11</i> <i>Tuesday at 2:55 p.m.</i>	Introduction to the course <ul style="list-style-type: none">• Syllabus & Course Overview• The main content of the course and students' expectations	
	Design Evolution <ul style="list-style-type: none">• The evolution of Design Practices	<ul style="list-style-type: none">• Laura Giacalone, "What does Italian design mean to you?"• "What is Italian Design? A look to history for ideas," Giampiero Bosoni
Week 2 <i>Feb. 18</i> <i>Tuesday at 2:55 p.m.</i>	Strategic Design <ul style="list-style-type: none">• Guest Lecture with Design Professional	<ul style="list-style-type: none">•
	Service Design <ul style="list-style-type: none">• Guest Lecture with Design Professional	<ul style="list-style-type: none">•

Week 3 <i>Feb. 25</i> <i>Tuesday at 2:55 p.m.</i>	Historical background <ul style="list-style-type: none"> Introduction to the Italian historical context and the reasons behind the worldwide success of Italian design. 	<ul style="list-style-type: none"> Assignment: research assigned designer or entrepreneur (evaluated individual work)
	Design Process <ul style="list-style-type: none"> Role of research and creativity 	<ul style="list-style-type: none">
Week 4 <i>March 4</i> <i>Tuesday at 2:55 p.m.</i>	Course-related trip 1: Fondazione Alinari <ul style="list-style-type: none"> Acquire knowledge about the methodology and projects of this Master of Italian Design. 	<ul style="list-style-type: none"> During the visit, pay particular attention to see if there are any project of your assigned designer; take a picture of it and ask questions to the guide
	Course-related trip 2: ADI Design Museum <ul style="list-style-type: none"> Acquire knowledge about the history of Italian Design and its Masters through observing their projects. 	
Week 5 <i>March 11</i> <i>Tuesday at 2:55 p.m.</i>	Master and Entrepreneur of Italian Design presentation <ul style="list-style-type: none"> Students present the research about the assigned Master of Italian design 	<ul style="list-style-type: none">
	Project Launch of the group work <ul style="list-style-type: none"> Presentation of the design project and the start of the discovery phase Prepare discovery plan and begin analysis of the project topic (group work) Quiz! <ul style="list-style-type: none"> Get ready for the midterm exam 	<ul style="list-style-type: none">
Week 6 <i>March 18</i> <i>Tuesday at 2:55 p.m.</i>	Midterm Exam	
	Design Project: Discovery phase <ul style="list-style-type: none"> Continue the analysis of the project topic and start the competitors research and analysis (group work) 	<ul style="list-style-type: none"> Continue competitor research and analysis (Group work)
Week 7 <i>March 25</i> <i>Tuesday at 2:55 p.m.</i>	Design Project: Discovery phase <ul style="list-style-type: none"> Who do we design for? What problem are we trying to solve? Review project topic analysis and context research 	<ul style="list-style-type: none"> Conduct user research (Group work)
Week 8 <i>April. 1</i> <i>Tuesday at 2:55 p.m.</i>	Design Project: Synthesis phase. From insights to problem definition. <ul style="list-style-type: none"> Mapping the opportunity space Problem Definition 	<ul style="list-style-type: none"> Finalize the Problem Definition
Week 9 <i>April. 8</i>	Design Project: Definition <ul style="list-style-type: none"> Scenario Building 	<ul style="list-style-type: none"> Finalize the Idea Selection and Definition (Group work)

Tuesday at 2:55 p.m.	<ul style="list-style-type: none"> Idea Generation Idea Selection Idea Definition 	
Week 10 April. 15 Tuesday at 2:55 p.m.	Design Project: Development Project presentation: the groups present to the class the state of the art of the research and of the project	
	Design Project: Prototyping <ul style="list-style-type: none"> How to visualize the idea: Service design tools and methods Activity in class and review 	<ul style="list-style-type: none"> Use the Service Design Tools to visualize your idea (Group work)
Week 11 April. 22 Tuesday at 2:55 p.m.	Design Project: Prototyping <ul style="list-style-type: none"> Project review 	<ul style="list-style-type: none"> Get ready for the final! (Group work)
	Design Project: Testing <ul style="list-style-type: none"> Final phase of the design process: test your project 	<ul style="list-style-type: none"> Collect test feedback. What can you learn from it? (Group work) Prepare the final presentation (Group work) Peer review (Individual) Course evaluation (Individual)
Finals week	Final Exam, date T.B.D.	

COURSE-RELATED TRIPS:

- Fondazione Albini
- ADI Design Museum

REQUIRED READINGS:

- Arquilla, Venanzio (2022). "The value of design today." In *Transformation by Design: Planning design strategies and services for the next generation digital challenges*. Maggioli Spa.
<https://www.fujitsu.com/downloads/DESIGN/document/transformationbydesign-en.pdf>
- Bosoni, Giampiero "What is Italian Design? A look to history for ideas,". (New York: MOMA, 2008). <https://italianjournal.it/what-is-italian-design-a-look-to-history-for-ideas/>
- Giacalone, Laura, "What Does Italian Design Mean to You? The design world answers the Italian Journal's question," *Italian Journal*, <https://italianjournal.it/what-does-italian-design-mean-to-you-the-design-world-answers-the-italian-journals-question/>
- Hanlon, Mike, "The Scooter – The Short History of a Cultural Icon," *New Atlas—New Technology & Science News*, New Atlas, Apr 18, 2005, <https://newatlas.com/the-scooter-the-short-history-of-a-cultural-icon/3954/>
- Manzini, Ezio "Design" RSA Event, 2016 https://www.youtube.com/watch?v=o6WQNZWAYVc&ab_channel=RSA
- Marengoni, Elena (2022). "Designing the Intangible: Services and Service Design Methodologies and Tools." In *Transformation by Design: Planning design strategies and services for the next generation digital challenges*. Maggioli Spa.
<https://www.fujitsu.com/downloads/DESIGN/document/transformationbydesign-en.pdf>

RECOMMENDED READINGS:

- Castelli Giulio, Antonelli Paola, Picchi Francesca, *La fabbrica del Design. Conversazioni con i protagonisti del design italiano*. Skira 2006
- Mignolo, Andrea "Completing the Four Orders" , Medium <https://medium.com/the-design-of-things/completing-the-four-orders-3ee0dcb34053>
- Munari Bruno "Da cosa nasce cosa", Laterza, Bari, 1981



- Norman, Don “The term UX”, NNgroup, 2016 https://www.youtube.com/watch?v=9BdtGjoIN4E&ab_channel=NNgroup
- Prestero, Timothy “Design for people, not awards”, TEDxBoston, 2013
https://www.youtube.com/watch?v=WpldYJ3sSlo&ab_channel=TED
- Sudjic, Deyan “How Could We Stop The Future Even If We Wanted To?” TEDxHousesofParliament, 2013
https://www.youtube.com/watch?v=zFRRB8ijcL8&ab_channel=TEDxTalks
- Shostack, L. (1984). “Designing services that deliver”. Harvard business review, 62(1), 133-139.
- Vercelloni Matteo *Achille and Pier Giacomo Castiglioni*, - Minimum design – English edition

INSTRUCTOR'S BRIEF BIO:

Free Lance Product and Strategic Designer and Design Researcher. She is also a Research Fellow at Politecnico di Milano – Design Department and an Adjunct Professor at the School of Design of Politecnico di Milano and Università degli Studi della Repubblica di San Marino. Her research and design practices deal with the strategic role of design in fostering innovation in various types of organizations and companies.