



istitutomarangoni



2016 • 2017
SHORT COURSES
ITALIAN PRODUCT DESIGN

Brief descriptive summary

Over the past 80 years this programme at Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative and business and management skills, which are both subject specific and relevant to the international fashion industry, these courses will turn out students fully equipped for a career in Fashion Design, Fashion Styling, Fashion Business, Graphic Design, Interior Design and Product Design.

1. Certification attained

Istituto Marangoni certificate

Course information

2. Educational Aims

Education Aims:

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

3. Course Learning Outcomes

On successful completion of the Italian Product Design short course, students will be able to:

- comprehend the necessary development stages of a Product design project;
- master the basic skills that enable the creation of a new product from concept design through to manufacturing, prototyping and marketing;
- familiarise themselves with Italian design and have acquired a notion of the role and work of the designer in contemporary society;
- structure and develop a design brief within a given time frame;
- have acquired visual and oral presentation skills.

4. Teaching/Learning and Assessment Strategy

Curriculum

The course gives participants the opportunity to acquire notions for the nature of the work of the industrial product designer. Central to the course are the study of Italian design, contemporary trends, project briefing, project development, research, technologies, materials, concept design, teamwork, presentation techniques.

Week 1: introduces the participants to the basics of industrial product design and the professional figure of the designer and the different areas of possible work. Familiarization with Italian design and the concept of Made in Italy, its history and the contemporary scene. This picture will be completed by critical insights into global developments, new concepts and new product types. Introduction to methodologies. Introduction of the course specific project.

Week 2: the participant enters the project planning stage, including timing and work-related methodology and research. The participant is provided with essential insights into technology, manufacturing processes and the nature of materials.

Week 3: the participant concentrates on the development of the project in the classroom, in the IT room and through laboratory activities such as drawing for presentation and visualization and rapid prototyping. Final presentation of the project.

Assessment

Formative Assessment:

Formative Assessment consists in a daily interaction with the tutors that through feedback help the students to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during as well as at the end of each unit on specific evidence of student work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and Class Based Projects allow students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner, and when giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

Italian Product Design

Subjects

Product Design

Project Development

Design History

6. Personal Development Planning

PDP/Individual Development Tutorial.

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately.

7. Tutor Responsibilities

The Director of Education will have the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advise the Director of Education on its proper responsibility for the continuing development of the programme;
3. recommend areas for curriculum development;
4. liaise with Student Support Officer to ensure that appropriate study support is available;
5. recommend the appropriate level of resource required for the course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's Departmental Policies ensure that various mechanisms are in place to enhance the student experience, in an pedagogical, practical and pastoral way:

- a. programme handbooks to give relevant information;
- b. the use of the Library and the campus facilities help students to reach skills and knowledge on the course contents and objectives;
- c. Tutors and Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students in both pedagogical and personal counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around campus and city;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately.

9. Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni will gather student opinion in a variety of ways, which may include the following:

- informal contact with the Tutor, for example during lectures and seminars and through appointments with academic staff;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and IM recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.