



istitutomarangoni



**SHORT COURSES
PRODUCT DESIGN**

Online Option

General Introduction

Over the past 80 years 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 subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Product Design.

General Information**1. Certification Attained**

Istituto Marangoni Certificate

Course Information**2. Short Course: Level / Category**

- Undergraduate level course
- Online Option (4 weeks online)

3. Short Course Description

The whole course is delivered through e-learning activities, introducing participants to the use of the main 2D and 3D software tools employed in product design. They will have the opportunity to know Italian design culture, and will be guided by tutors through all the phases a product design process, from research and conceptualization to form definition and material specification. Participants will be encouraged to experiment with physical materials and will be given remote support to test their design ideas with sketch models and simple prototypes. The investigation and study of contemporary products will be completed by seminars focused on manufacturing processes and materials.

Course Duration

4 weeks online | 30 lessons

Key Topics

- Italian Design
- Professional Creativity
- Form and Function

Week by Week Description

Week 1

The course opens with an introduction to the culture of Italian design, which provides participants with foundations of Italian creative tradition in products and furnishings. In the following days, participants will attend practical lessons to acquire a basic knowledge of the methods and techniques of using 3D Rhinoceros software to draw and make the digital definition of a three-dimensional product.

Week 2

In this week participants will deepen their knowledge of Rhinoceros, completing their introduction to the basic skill level in the use of a 3D software for the digital definition of three-dimensional products. They will be given lessons of Photoshop graphic software for editing the digital images of their product. The week ends with one more lesson on the culture of Italian design that will complete their preparatory learning experience with a final reflection on the link between practical and cultural aspects of a design project.

Week 3

Participants will start to work on their design project by analysing a given brief focused on designing a product or a furniture element by the employment of the Italian design method. They will do a preliminary research to identify the visual, technological, and material information to support the development of their project. They will gradually define the concept for their product, and will be given remote support to make draft models at home to test the aesthetic and structural properties of their idea. They will gather critical reviews and feedback to improve their concept and bring it to the last step of the process over the fourth week. Seminars on “Materials and processes” and “Product Branding & Marketing” will enrich their knowledge and broaden their vision of the multiple facets of the design system.

Week 4

In the final week participants will further define their concept through discussions and critical reviews and will take it to the final stage in the project development. They will define the material, formal, and construction details of their product or furnishing element, identifying the most suitable colours and aesthetic language for their design. They will create a final presentation of their project with three-dimensional drawings of the product made by 3D software and editing the images by 2D software. A seminar on the “Project Presentation” will provide them with skills to present their project effectively through a complete storytelling work.

Subjects

Software learning: Photoshop

Software learning: Rhinoceros

Design Culture

Product Design

4. Learning Activities

Online Short Courses are taught via:

- Online Workshops
- Online Seminars
- Online Lessons
- Online Practical Exercises

5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to:

- Identify the necessary development stages of a Product design project;
- Create a new product from concept to development;
- Prepare 2D and 3D visualizations of a product;
- Present a project in a correct manner through visual materials.

6. Course materials

Any materials students will be required to bring with them:

- Pencils;
- A3 and A4 papers;
- Ruler;
- Eraser;
- Cutter;
- Crayons and/or Pantones;
- Personal Laptop;
- Adobe Creative Suite (temporary license provided by the School);
- Rhino Software (temporary license provided by the School)

7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. The use of online resources (where available), to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

8. Student Feedback

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.