istitutomarangoni

**PROGRESSION COURSE
IN PRODUCT DESIGN** Version 01

Brief descriptive summary
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 courses prepare participants in subjects such as Fashion Design, Fashion styling Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising, Interior Design and Product Design.

1. Certification attained
Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims
Educational Aims
The educational aims are:
• to develop flexible approaches to programme delivery and participant 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 intellectual ability, 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 Institution's vision and strategic objectives;
• to provide a learning experience that is informed by research, reflective practice and engagement within the fashion, design and creative industries.

Programme Aims:
The Product Design programme covers a mix of applied manual, technical and digital design skills (technical drawing, 3D modelling, visualisation and prototype development), combined with a holistic approach in the journey towards design project development; working individually and in teams nurturing and developing creative talent in design processes, methods and final product realisation.

3. Course Learning Outcomes
On successful completion of the course, participants will be able to:
• Demonstrate sound understanding of the elements of product design within contemporary practices
• Develop appropriate creative, intellectual and technical skills developed systematically through practice within the product design discipline
• Acquire the ability to use relevant research methods and to take different approaches to creative problem solving in the product design practice
• Appreciate the impact of cultural, environmental, social and technological drivers on the design industry
• Utilise flexible and imaginative methods to their work, criticism design and communication for final product design proposals

4. Teaching/Learning and Assessment Strategy

Curriculum:
Participants learn how to effectively apply research methods to the development of product design proposals. They acquire knowledge of the basic principles of industrial processes and organisation, and gain expertise of material properties learning how to exploit and employ existing or new materials effectively and in innovative ways. Particular attention is given to the rich local craft and materials, product sustainability, ergonomics and user awareness, together with preparation in design language and communication, providing a professional approach in the planning, negotiation and presentation of ideas. The history and evolution of product design takes a look at the discipline in different cultural and theoretical contexts, together with a focus on 'italianness': Italian craftsmanship, design and style, admired globally in the luxury furniture and product design industries, and showcased at the most important annual event in the international furniture design calendar, the 'Salone del Mobile' exhibition in Milano, Italy. Participants research and evaluate past and current trends and design identity, and engage in market research, being able to respond to their own individual style, combined with industry needs, project briefs, brand image strategies, or specific client requests. Creativity and independent thinking is encouraged throughout the course and participants experiment and test their design skills and competences in an industry-driven project in partnership with a leading company, while additional networking opportunities are offered during the final graduation event, showcasing forward-thinking designs for this exciting, challenging and innovative industry.

With product design as the core subject, participants select from different pathways to specialise in a chosen area of interest, responding to individual creative flair and passion.

Product Design Certificate Level 1 (24 weeks)
Participants will acquire practical abilities in design methods and tools, employing product design methodology to get to know the specific issues involved in the design of product: learning to balance structure, aesthetic, function, and use. They will develop their technical drawing skills, employing free-hand sketching as a means of defining form. They will build their knowledge of 2D and 3D CAD principles and modelling techniques, use graphic design software and apply techniques for visual design and communications.
Participants develop their cognitive abilities to conceive the product as a structurally-defined object in a three-dimensional space.
Participants are introduced to the relationship between artistic movements and the development of design and trends within a wider social, cultural, historical and political framework.

Product Design Certificate Level 2 (24 weeks)
Participants will consolidate the basics in design methodology and tools, adding one more key step to the process: interpretation. By critically analysing their research material, participants will develop an original interpretation as the foundation for conceptualisation.
They will develop practical abilities in structuring a four-step creative design process independently and in teams: research, interpretation, conceptualisation, and development. They will critically analyse products from a semiotic viewpoint and understand the use of colours and materials to give the product a consistent aesthetic quality.
Participants will also develop their cognitive abilities, exploring case histories of the use of materials in product and furniture design. They will undertake cultural anthropology with a focus on the topic of 'Liquid Society' and the issues emerging from the pervasive implementation of digital technologies into physical products.
Participants are presented with a comprehensive critical analysis and evaluation of Design and Visual Culture intended as a socio-cultural global phenomenon and provided with the theoretical knowledge necessary to interpret design practices in relation to art movements and other cultural manifestations.

Opportunities
At the end of two levels, participants will have acquired familiarity with the international network of contacts set up by the Istituto Marangoni School, to independently enter into the working world.
The product designer is a well sought after career as an individual providing lifestyle solutions in different forms such as product development manager, furniture designer, design director, system and concept designer covering the scope of luxury industrial and furniture design.

Assessment:

Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the participants 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 participant learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of participant 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 participants to apply their theoretical understanding of a specific subject area.
Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing participants to reflect real industry requirements and to present work to industry standards through report writing.
Presentations are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

Level 1 Duration: 24 weeks

Unit Title	Subjects
Basics of Design	Technical Drawing
	Sketching
	Basic Design
	Physical Modelling 1
	Graphic Design 1
	History of Eastern Art
Design Methodolgy	Design Methodology
	CAD Modelling
	Physical Modelling 2
	Graphic Design
	History of Western Art

Level 2 Duration: 24 weeks

Code	Unit Title
Product Design	Product Design
	3D Modelling 1
	Visual Presentation
	Material Technology
	Design History & Culture 1
Furniture Design	3D Modelling 2
	Furniture Design
	Product Communication
	Sustainable Materials
	Design History & Culture 2

6. Personal Development Planning
PDP/Individual Development Tutorial.
The Director of Education and the Academic Service support the personal development of participants. One-to-one appoint-ments may be made by phone, through the receptionists or by email. Participants can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities
The Director of Education has 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 participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in a pedagogic, practical and pastoral way:

a. programme handbooks provide relevant information to participants;

b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;

c. Tutors and the Director of Education guide participants to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for participants for pedagogical counselling.

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

• finding their way around;

• 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. Where possible participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Participant Feedback

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

Istituto Marangoni gathers participant opinion in a variety of ways, which may include the following:

• informal contact with the Tutor, and through appointments with academic staff;

• end of course online questionnaires where participants will be invited to reflect on their overall experience at the School.

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