



**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 (3 weeks online)

**3. Short Course Description**

The online short course in Product Design is delivered through e-learning activities, introducing participants to the use of the main 2D and 3D software tools employed in product design. They have the opportunity to know Italian design culture, and are guided by tutors through all the phases of a product design process, from research and conceptualization to form definition and material specification.

Participants are encouraged to experiment with physical materials and are given remote support to test their design ideas with sketch models and simple prototypes. The investigation and study of contemporary products is completed by seminars focused on manufacturing processes and materials.

**Course Duration**

3 weeks online

**Key Topics**

- Italian Design
- Professional Creativity
- Form and Function

## Week by Week Description

### Week 1

Milan is the international capital of design and whole design system gravitates towards the Milanese design culture. The culture of design is, however, a global phenomenon, and the course also aims to inform participants of other aesthetic design languages that influence the contemporary landscape of design. The course introduces participants to an approach of critical analysis of international design, in order to support professional activities in the design field or simply to satisfy the curiosity about the way we live and how designers work today. Also, an introduction to the history and culture of Italian design, and to the main tools employed in product and furniture design, will take place in this week.

### Week 2

Participants will be introduced to the stages of the design process through the techniques and practical methods commonly used in design research. They will learn how to structure and analyze a design brief, identify the needs of end users, and create a product proposal. Participants will begin the creative design process by analyzing existing conditions and products that will form the foundation of their concepts and then will proceed to understanding the development phase.

### Week 3

The final week looks at the development and definition of the concept design of the product. Analysis of the main stages of the design process as well as production criteria and considerations will be addressed. This deepens understanding of the activities necessary to define a number of different viable conceptual schemes that meet the needs of the product. Participants will also be able to identify appropriate manufacturing processes and materials to their own designs.

#### Themes covered

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

## 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 Suite Software (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.