



istitutomarangoni



**SHORT COURSES
PRODUCT DESIGN**

Version 02

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1. Certification attained

Istituto Marangoni Certificate

Course information**2. Educational & Programme Aims****Educational 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 develop the 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 Product Design short course, students will be able to:

- identify the necessary development stages of a Product design project;
- acquire the basic skills that enable the creation of a new product from concept design through to manufacturing and prototyping;
- develop knowledge of the role and work of the designer in contemporary society;
- understand the structure of a professional design brief;
- expand visual and oral presentation skills.

4. Teaching/Learning and Assessment Strategy**Curriculum:**

This exciting short course programme explores the contemporary design field. The lifestyle and client demands of today's market signify a greater need for products that serve a specific function but which are, at the same time, aesthetically seductive and contemporary in feel. This course gives participants insight into and experience of what product design is today, offering an overview of the stages and activities involved. They will have the opportunity to understand the main processes of a new product from concept design through to manufacturing, prototyping and marketing. This course will allow the participants to gain ability and knowledge of how to transform an idea into a product.

Week 1

Milan is an international centre of design and each year the world gravitates towards the anticipated events of the Salone del Mobile and Fuori Salone. An examination of the latest products presented in the past Milan Design Week will be the starting point for the participants to gain a familiarity with the importance of Made in Italy, its language and context. The culture of design is, however, a global phenomenon, and the course also aims to inform participants of other aesthetic design languages that inform and 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.

Week 2

The participants will be introduced to the beginning stages of the design process through the techniques and practical methods commonly used in design research. Participants will learn how to structure and analyse 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.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees 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 trainee 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 trainee 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 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 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. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure

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 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 students;
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 students;
5. recommendation of the appropriate level of resource required for the short 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 a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the 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 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 students can expect to be seen almost immediately, or contacted to arrange a suitable time.

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 gathers student opinion in a variety of ways, which may include the the following:

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.