

THREE-YEAR (BA) COURSE IN DESIGN

The designer's activity, able to create the success of production, plays today an extremely important role. The designer may be asked to solve complex problems going from the study of products and of manufacturing processes to the development of the most effective strategies in order to identify new market niches on which a company may concentrate its resources and image. If in the early 70s it was still possible to follow personal intuitions and sensations, today it is absolutely necessary to possess a more articulated and tested professional culture. NABA BA course in Design aims at supplying students with a general training of the design culture in the fields of Product Design, Interior Design and Exhibition Design as well as providing students with basic technical and methodological tools. The objective of the course is the initial training of professionals able to consciously face the new needs of the production world and to effectively enter professional studios and companies with strong competencies concerning the design and the production of objects, interiors and exhibitions.



CURRICULUM

I year

	SUBJECTS	CFA
CSD	B DESIGN PM I (PROJECT METHODOLOGY) <i>Industrial Design I, Interior and Exhibition Design I</i>	10
CSD	B DESIGN TMT I (TECHNIQUES MATERIALS AND TOOLS) MATERIALS, MODELLING	4
CPI	B DRAWING	4
CPI	B DIGITAL DRAWING	6
CSD	B HISTORY OF DESIGN I	6
CTI	B HISTORY OF MODERN AND CONTEMPORARY ART I	6
CTI	C PERCEPTION THEORY AND SHAPE PSYCHOLOGY	6
CSD	C ERGONOMICS	6
CPI	C CAD I	4
TOTAL CREDITS I YEAR		54

II year

CSD	B DESIGN PM II <i>Industrial Design II, Interior and Exhibition Design II</i>	10
CSD	B DESIGN TMT II <i>Materials, Representation techniques</i>	8
CSD	B HISTORY OF DESIGN II	6
CTI	B HISTORY OF MODERN AND CONTEMPORARY ART II	6
CSF CSD	C ACCESSORIES OR LIGHT DESIGN	6
CPI	C CAD II	4
CTI	C ANTHROPOLOGY	6
CTI	C MARKETING	6
TOTAL CREDITS II YEAR		52

III year

CSD	B DESIGN PM III <i>Industrial Design III, Interior and Exhibition Design III</i>	10
CSD	B DESIGN TMT III <i>Technologies, Solidthinking</i>	8
CTI	B HISTORY OF ART AND ARCHITECTURE	6
CSD	C DESIGN MANAGEMENT	6
CSD	C PACKAGING or URBAN DESIGN	8
CTI	C EXPERIMENTAL LAB	6
CSD	C PHOTOGRAPHY OR HISTORY OF CINEMA OR AESTHETICS	6
TOTAL CREDITS III YEAR		50

INTERDISCIPLINARY SEMINARS	6
PORTFOLIO, THESIS	9
ENGLISH LANGUAGE, GENERAL IT, INTERNSHIP, APPRENTICESHIP, ERASMUS	9
TOTAL EXTRA CREDITS	24

THREE-YEAR TOTAL 156+24

180

CFA	ACADEMIC EDUCATIONAL CREDITS	PAG.30
CSD	DESIGN SUBJECTS	PAG.34
CSF	FASHION AND TEXTILE DESIGN SUBJECTS	PAG.47
CTI	INTERSCHOOL THEORETICAL SUBJECTS	PAG.45
CPI	INTERSCHOOL PROJECT AND TECHNICAL SUBJECTS	PAG.45

B- FOUNDATION C- SPECIFIC A- RELATED

*In order to better identify the common courses among the schools, some courses' names do not correspond to the names set by the Ministry of University and Research. In such cases, their initials have been indicated. The educational programs comply with the curricula approved by MIUR.