

# L-4 STUDY PLAN - curriculum DESIGN – from cohort 2020

## LANGUAGE REQUIREMENTS TO REGISTER TO THE EXAMS

### 1st year students:

- to register for the exam of a theoretical course (e.g. History of contemporary art, History of design) students must have a certified B1 level in the language in which the course is offered;
- students can register for the exam of a practical course (e.g. Drawing, Studio, Project, Typography and Graphics...) also without the B1 certification in the course's language.

From the 2nd year onwards, students must have a certified B1 level in the language in which the course is offered in order to register for any degree course

*Additional prerequisites/proaedeuticities are indicated in the syllabi of the offered courses.*

Course year	Subject	CP	Preparatory / Notes
1	<b>PROJECT Warm-up DES</b> (modular)	<b>Module WUP DES</b> Product Design 6	12 (1 exam) note <sup>1</sup>
		<b>Module WUP DES</b> Visual Communication 6	
1	<b>Drawing 3D CAD – 1 and 2</b>	8	annual course / note <sup>1</sup>
1	<b>Descriptive Geometry DES</b>	6	note <sup>1</sup>
1	<b>History of Design 1</b>	6	note <sup>1</sup>
1	<b>History of Design 2</b>	5	note <sup>2</sup>
1	<b>Typography and Graphics</b>	6	
2	<b>Interior &amp; Exhibit Design</b>	6	
2	<b>Foreign language – linguistic skills</b>	3	note <sup>3</sup>
2	<b>History of Contemporary Art 1</b>	6	
<i>Students have to choose 1 course out of the following compulsory-elective subjects</i>		6	
2	<b>Photography</b>	6	
2	<b>Video and Post-production</b>	6	
2	<b>History and Criticism of Audiovisual Media</b>	6	
<i>Students have to choose 1 course out of the following compulsory-elective subjects</i>		6	note <sup>4</sup> for the subject 3D CAD Advanced
2	<b>Digital Design: 3D CAD Advanced</b>	6	
2	<b>Digital Design: Interaction &amp; Transmedia Design</b>	6	
2	<b>Interaction and Communication Design</b>	6	
<i>Students have to choose 1 course out of the following compulsory-elective subjects</i>		8	
2	<b>Sociology of Social Change</b>	8	
2	<b>Cultural Anthropology</b>	8	
3	<b>Innovation Managing and Start-up</b>	8	
<i>Students have to choose 1 of the following courses for further linguistic skills</i>		3	note <sup>5</sup>
2	<b>Foreign language DES-ART 1 - Italian</b>	3	
	<b>Foreign language DES-ART 2 - German</b>	3	
	<b>Foreign language DES-ART 3 - English</b>	3	
	<b>Seminar</b> Students must attend 1 seminar (2 CP), among those offered by the Faculty. These provides useful knowledge for the introduction into the job world. Attendance of the seminars is compulsory and foresees a pass/fail test.	2	

<sup>1</sup> In order to register to projects' exams from the 2<sup>nd</sup> year onwards, students must have passed the exams "Project Warm Up DES", "Descriptive Geometry Des", "Drawing 3D CAD 1 and 2" and "History of Design 1".

<sup>2</sup> In order to register to the exam "History of Design 2" students must have passed the exam "History of Design 1".

<sup>3</sup> This exam cannot be offered in Italian.

<sup>4</sup> In order to register to the exam of "Digital Design: 3D CAD Advanced" students must have passed the exam "Drawing 3D CAD – 1 and 2".

<sup>5</sup> Students have to choose 1 specialised language course DES-ART among the 3 offered; this cannot be in the main language of one's secondary studies.

	<b>Free choice courses</b> Students have 12 credit points available for additional courses of their choice. These courses may be chosen among those offered by the Faculty of Design and Art and/or those offered by other unibz faculties. The Faculty decides to recognize these credit points on the basis of their coherence with the student's specific educational project.	12	
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## PROJECTS

In their study career students have to choose **4 projects**. Starting from the 2<sup>nd</sup> semester, students can undertake only one project per semester. In their 2<sup>nd</sup> and 3<sup>rd</sup> semester they undertake one visual communication project 1 and Product design project 1. Both are propaedeutic.

From the 4<sup>th</sup> semester on they can decide how to proceed with their study plan, undertaking an interdisciplinary one or to focus it either on visual communication or on product design:

- interdisciplinary study plan: Product Design 1, Visual Communication 1, Product Design 2 and Visual Communication 2
- study plan focusing on visual communication: Product Design 1, Visual Communication 1 and twice Visual Communication 2
- study plan focusing on product design: Product Design 1, Visual Communication 1 and twice Product Design 2

Semester	Subject	CP	Preparatory / Notes		
from 2 <sup>nd</sup> semester	<b>Project Product Design 1</b> (modular)	<b>Product Design</b>	8	19 (1 exam)	note <sup>6</sup>
		<b>Material Science and Technologies</b>	6		
		<b>Theories of Cultural Consumption</b>	5		
from 2 <sup>nd</sup> semester	<b>Project Visual Communication 1</b> (modular)	<b>Visual Communication</b>	8	19 (1 exam)	note <sup>6</sup>
		<b>Graphic Design</b>	6		
		<b>Theories and Languages of Visual Communication</b>	5		
from 4 <sup>th</sup> semester	<b>Project Visual Communication 2</b> (modular)	<b>Visual Communication</b>	8	19 (1 exam)	note <sup>7</sup>
		<b>Digital publishing &amp; social media</b>	6		
		<b>Visual Culture</b>	5		
from 4 <sup>th</sup> semester	<b>Project Product Design 2</b> (modular)	<b>Product Design</b>	8	19 (1 exam)	note <sup>7</sup>
		<b>Digital Modelling</b>	6		
		<b>Theories and Languages of Product Design</b>	5		
	<b>Degree project</b>	9	theme and content of the project is chosen by the student		

<sup>6</sup> In order to register to the exam of "Project Product Design 1" or "Project Visual Communication 1" students must have passed the exam "Project Warm Up DES".

<sup>7</sup> In order to register to the exam of "Project Product Design 2" or "Project Visual Communication 2" students must have passed the exams "Project Product Design 1" and "Project Visual Communication 1".

## TECHNICAL WORKSHOP COURSES FOR BOTH CURRICULA (DESIGN AND ART)

In order to gain access to the various workshops, students must pass the course **Safety introduction workshop**. The attendance of this course is required to gain access to the various workshops, where students will work intensively starting from the first semester. During the Project Warm Up students will attend workshops' introductory courses. During their study career students have to attend at least 5 specialist workshop courses.

## ADDITIONAL EDUCATIONAL OBLIGATIONS

The **Additional Educational Obligations** are assigned to a freshman if any weakness is found in his/her basic education.

Additional Educational Obligations in the third language must be fulfilled by all students who have not certified level B1 in the third language. In addition, applicants admitted to the BA who have achieved a score of less than 85 points in the selection procedure, will receive Additional Educational Obligations. The Additional Educational Obligations are defined before the beginning of the academic year in the Bachelor Study Council and published in the syllabi of the WUP Design and WUP Art projects. The additional educational obligations are also met by passing the WUP project examination.

Students who do not successfully complete the WUP project must re-enrol in the 1st academic year and repeat the WUP.