

Study Manifesto

# BACHELOR IN DESIGN AND ART Major in Design

subject to approval of the MIUR referred to DM 1059/2013

2015/2016 academic year

## Course outline

Faculty	Design and Art (site Bozen/Bolzano)
Degree class	L-4 (Ministerial Decree n. 270/2004)
Length	3 years
Credit points	180 (based on the European Credit Transfer System)
Languages used in teaching	German, Italian, English
Admission title	Italian secondary school qualifications or equivalent certificates gained abroad
Language requirements	Knowledge of at least 2 teaching languages (level B2)
Study places	60 EU + 3 Non EU
Admission procedure	Admission test (video presentation and Admission Workshop)
Deadline for application	8th July 2015
Deadline for enrolment	28th August 2015
Tuition fees	1343,50 Euro per year
Begin of pre-semester (mandatory language courses)	14th September 2015
Classes start	5th October 2015

subject to change

**Bewerbung bis zum:  
 Preiscrizione entro il:  
 Pre-enrolment by:  
 08.07.2015**

# THE BACHELOR PROGRAMME

## Bachelor in Design and Art, Major in Design

### Bachelor class: L-4

This three-year course has an interdisciplinary nature and combines communication, product and service design. Students will work in small project groups led by renowned designers. The Faculty has professional workshops for making models and prototypes, for the processing of a variety of materials, and for the creation of graphic design products.

The Faculty's range of technical equipment and facilities also features a materials workshop, a video editing workplace, a state-of-the-art photography studio and an excellent university library.

### Subjects taught

- Product design, Visual Communication
- Descriptive geometry, Methods and technique of representation
- Digital modelling, Production technologies and systems, Interactive & motion graphics, Graphic design
- Cultural anthropology, Visual culture, Graphic design theory and terminology, Product design theory and terminology
- History of contemporary art, History and criticism of film and audiovisual media, History of design
- Theory and practice of the technological image, Typography and graphics, Interior & exhibit design
- Theory of social change, Theory of media and cultural consumption

### Career opportunities

Graduates will have gained the necessary skills to work freelance or to seek employment in offices and companies belonging to both the public and private sectors.

In particular, design graduates will be able to employ their skills in the areas of product design, including the conceptualisation and production of consumer goods, as well as in the fields of graphic design and state-of-the-art visual communication.

### Languages used in teaching

The languages used in teaching are Italian, German and English. The final exam will always be held in the official language of each course (for the project courses, the language of the main subject).

The teaching language of each course will be communicated at the start of the semester. A wide range of language courses, the advantage of living in a bilingual region and an international academic milieu help students in learning the languages.

### Fixed intake

The available study places for the 2015/2016 academic year are:

EU citizens (and citizens given parity of treatment)	Non-EU citizens (resident abroad)
60	3

## ADMISSION REQUIREMENTS

You are eligible to enrol for the Bachelor if you possess one of the following qualifications:

- a) leaving qualifications (A-levels or equivalent) from a five-year secondary school course
- b) leaving qualifications from a four-year high school course, with or without a certificate certifying that you have successfully completed a one-year complementary course; in the event there is no certificate, the evaluation committee reserves the right to evaluate your overall preparation and to allot debit points that will need to be eliminated by the end of your first year of study
- c) university degree (regardless of the secondary school leaving qualification owned) (Law nr. 910/1969 art. 1)
- d) qualifications equivalent to those in points a), b) and c).

If you have foreign qualifications, you are eligible to apply for this bachelor degree course if your qualifications are equivalent to the Italian secondary-school qualifications and were achieved after 12 years of school. If the qualifications were gained after fewer than 12 years, the Ministry's provisions will be applied. If in your own country a probation test for the entry at an university is required, you will have to prove that you have passed it. The Ministry of Education, University and Research provides special admission requirements for holders of certain qualifications (American high school diplomas, British qualifications, Greek qualifications).

Concurrent enrolment at several universities or in several courses at the same university is not allowed. Concurrent enrolment at universities and at higher education institutions for music and dance (e.g., music academy) is on the contrary allowed under specific conditions (Ministerial Decree 28.09.2011; further information is available from the Student secretariat).

## LANGUAGE REQUIREMENTS FOR ADMISSION

The official teaching languages are **Italian, German and English**, and the following language requirements apply:

LANGUAGE	MINIMUM ENTRY LEVEL	AFTER ONE YEAR	MINIMUM EXIT LEVEL
1st language	B2	- - -	C1
2nd language	B2	- - -	B2+
3rd language	- - -	B1	B2

If you are not able to certify the above-indicated entry level, you cannot be admitted. By the end of your first year, you must have certified B1 level of proficiency in your third language. By the end of your undergraduate degree, you must be able to demonstrate the above-indicated language levels.

The six levels of the Common European Framework of Reference are:

A1-A2: Basic Users

B1-B2: Independent Users

C1-C2: Proficient Users.

**Please note:** Non-EU citizens resident abroad must also sit a separate Italian language test before they can enrol. Further information is available on the University's website [www.unibz.it](http://www.unibz.it) > Prospective students.

## HOW TO DEMONSTRATE LANGUAGE PROFICIENCY

You must first log in to the portal available at <https://aws.unibz.it/exup/en>

Once registered, you can:

- upload your language certificates
- enrol to do the language assessment tests offered by the Language Centre
- fill in the application form
- update your personal data.

## PROFICIENCY REQUIRED FOR ADMISSION (TWO LANGUAGES AT LEVEL B2)

You can demonstrate language proficiency in the following ways:

- a) you declare, in the Application Portal, that Italian, German or English was the main teaching language in your final highschool year (corresponds to level C1). If your highschool was one of the trilingual secondary schools in the Ladin valleys of South Tyrol, this will be accepted as demonstrating proficiency in both German and Italian (corresponds to level B2 for both languages);
- b) you declare, in the Application Portal, to be awarded an undergraduate or postgraduate degree in Italian, German or English. Graduates of unibz, enrolled before 2011, who have not certified their language proficiency in the three languages, must sit a mandatory language placement test;
- c) you upload, in the Application Portal, a recognised certificate (see [www.unibz.it](http://www.unibz.it) > Language Centre). You might send your certificates also to the Language Centre - via email in pdf format – or hand them in in person. The language certificates can be handed in during the following periods:
  - o **11 May - 8 July 2015**, 12.00 midday
- d) you pass a language test organised by the Language Centre of unibz. Enrolment for these tests is done online through the application form:
  - o **7-9 April 2015** (enrolment from 10.03. to 02.04.2015)
  - o **5-7 May 2015** (enrolment from 03.04. to 30.04.2015)
  - o **13-15 July 2015** (enrolment from 01.05. to 08.07.2015)Results will be available immediately after the tests.

Please note: in case your final title has been awarded by an Italian public establishment, certificates and diplomas must be substituted by self-declarations.

## FURTHER LANGUAGE PROFICIENCY (THIRD LANGUAGE)

If you have already acquired a certain level of language competence in the third language of tuition we recommend to certify these competences as described above in letters c) and d), even if they are not an admission prerequisite.

Beyond the deadline for the admission procedure you can up-load your valid language certificates from **17 to 24 July 2015**, (12.00 am) and take the language exams from **28 to 30 July 2015** (Registration from 9 to 24 July 2015). **Important notice:** the results of the language exams and the certificates that will be up-loaded during the periods listed above will not affect the admission procedure.

If you are not able to certify your language competence in the third language of tuition and you are admitted to your studies at unibz you will have to take a placement test. You will receive an invitation to the test by e-mail. According to your actual level you will be assigned to a certain learning path so that you will be able to reach level B2 as soon as possible. Level B2 enables you to participate actively in any kind of course held in the in respective language.

You will be accompanied throughout the whole process of language learning by the Language Centre that offers **mandatory language courses free of charge**.

Learning path	Starting from	Course modules				Hours of lessons
Learning path 1	A0	A1.1+A1.2	A2.1+A2.2	B1.1+B1.2	B2.1+B2.2	560 (in 18 months)
Learning path 2	A1	A2.1+A2.2	B1.1+B1.2	B2.1+B2.2		440 (in 14 months)
Learning path 3	A2	B1.1+B1.2	B2.1+B2.2			360 (in 11 months)
Learning path 4	B1	B2.1+B2.2				160 (in 6 months)

The first step of your individual learning path consists of a **mandatory pre-semester** course from 14 September to 3 October 2015 (3 weeks = 120 hours of lessons). There will be 6 hours of lessons per day plus 2 hours of additional linguistic activities. Besides this intensive course there will be various mandatory courses throughout the academic year and during the periods that are free of other lessons and exams.

If you are not able to certify level B1 by the end of the first year of your studies, you cannot enrol for the second academic year.

## ONLINE APPLICATION

Your application is submitted online through the application portal available at <https://aws.unibz.it/exup/en>

You need to create an account, fill in the form online and upload the documents required as an electronic file. Through the application portal you can also upload your language certificates or register for the language exams.

Application for several courses is allowed.

Deadlines	Begin	End (term of exclusion)
Application Session	4 May 2015	8 July 2015, 12:00 midday

## ATTACHMENTS

You should upload the required attachments in the portal. In the portal, you can visualize the status of your application and your attachments with the help of colours (e.g. missing documents will be highlighted in red).

Evaluation can then only take place on the basis of the documentation you have presented by the deadline. If your application is incomplete, you will be excluded from the admission procedure.

You have to upload:

- a passport-size colour photo;
- a photocopy of a valid identity card or passport (front/back);
- the attachments listed in the section entitled "Selection procedure".

Applicants with a qualification gained abroad must also upload:

- the diploma of their qualification: those not yet in possession of the diploma can upload it upon enrolment at the very latest;
- an official translation of the qualification into Italian (not necessary for qualifications gained in Austria or Germany);
- the declaration of equivalent value of the applicants qualification: those not yet in possession of the declaration can upload it upon enrolment at the very latest;
- the valid permit to stay for Italy (only for non EU-citizens legally resident in Italy) – see below.

### The declaration of equivalent value (not necessary for qualifications gained in Austria or Germany)\*

If you have a qualification from abroad you must certify that your qualification would grant you entry to a similar university course in the country where you achieved this qualification.

For that reason you must:

- apply for the "dichiarazione di valore" (declaration of equivalent value) at the Italian consulate or embassy abroad (the declaration must be applied for as soon as possible since it can often require long processing times);
- upload the declaration upon enrolment at the very latest, together with the other relevant documents.

\* In case of doubt, unibz reserves the right to request the declaration of equivalent value also for Austrian and German qualifications.

### Application by non-EU citizens

- **If you have a valid permit to stay in Italy** (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: "**permesso di soggiorno**" for work, family reasons, political or humanitarian asylum, religious reasons), you apply directly to the University, as described above and must submit a copy of your valid permit to stay. A permit of stay for study reasons, or a visa for tourism, is not sufficient. If the permit deadline has expired, a renewal request must also be attached. **NB:** if you do not provide the permit for one reason or another, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities acting in your country of origin.
- **If you are resident abroad**, you must carry out the **enrolment procedures both through the Italian authorities** (consulate or embassy) in your country **and directly with the University**. The deadlines imposed by the Italian Ministry of Education, Universities and Research (<http://www.studiare-in-italia.it/studentistranieri/>) must be respected. Should you not follow this procedure with your local Italian consulate, the application that you delivered direct to the University will be declared null and void. Please note that non EU-citizens resident abroad can apply for one course only!

## SELECTION PROCEDURE

In addition to language certification and admission requirements, applicants must go through a two-step selection procedure in order to access the programme.

1. **Evaluation of the documents presented.** The first step is an evaluation of the documents presented with the application. To complete the application, candidates must upload a video of a maximum length of two minutes, in which they demonstrate their observation skills and creativity by critically analysing and commenting an object or an image of their choice. This recording must be uploaded to the Faculty server **by** the deadline of **Wednesday, 8<sup>th</sup> July 2015, 12:00 midday**.

Technical data for the video recording:

- *length* of the video recording: max. 2 minutes
- *file size* of the video recording max. 150 MB
- *format* .mov, .mp4, .mpg, .avi or .wmv
- *file name*: surname\_name.format (.mov/.mp4/.mpg/.avi/.wmv)

On the basis of the material provided by each student the exam commission will evaluate each student's attitude, motivation and originality as well as their ability of observation and reflection, and will draw up a list of applicants who will be invited to take part in the second stage of the selection process (workshop).

2. **Workshop.** The second stage consists of a workshop that will take place **from 24 to 25 July 2015**. During this workshop, applicants will participate in tests that have been designed to evaluate their interdisciplinary curiosity, creativity and predisposition to work in a group.

### ADMISSION RANKING LISTS

The Selection Committee will only evaluate the documentation presented by the application deadline. Two admission ranking lists will be drawn up: one for EU citizens (and citizens of other countries who enjoy parity of treatment) and one for non-EU citizens resident abroad.

The ranking lists will be published by 31 July 2015 on the website [www.unibz.it](http://www.unibz.it) and are only valid for the academic year for which they have been drawn up.

If you are high up enough on the ranking list to be admitted for one degree course, but you are not any more interested in, you are required to compile the form for the renunciation and to submit it by e-mail to the Student Secretariat ([student.secretariat@unibz.it](mailto:student.secretariat@unibz.it)). This declaration of renunciation cannot be recalled and enables the Student Secretariat to contact the applicants who are next in the ranking list.

The link to the renunciation form is available here: <http://www.unibz.it/en/prospective/apply/default.html>

## CONFIRMATION OF STUDY PLACE AND ENROLMENT

If you are high up enough on the ranking lists to be admitted for more than one degree course, you can only enrol for one of those courses. Once you have enrolled for this course, you lose the right to enrol for another course or to move up in the ranking lists of other courses.

For enrolment you need to:

1. **pay the first instalment of university fees** (743,50 €)
2. **in the application portal**, choose the course and upload **the payment receipt** (to confirm your study place). Please note that payment will only be accepted once the receipt has been uploaded in the portal - it is not enough just to make the payment, otherwise you will lose your study place!

<b>Deadline</b>	<b>28 August 2015</b>
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If you do not respect this deadline, you will automatically lose your place which will be offered to the subsequent applicant in the ranking list.

Please note that payment does not allow you to receive student status, which will be acquired upon enrolment. If you have a confirmed study place but you do not enrol, there will be no refund of the university fees unless you do not pass your secondary school final exam or, in the event of non-EU applicants resident abroad, you do not receive the necessary documents from the Italian authorities in your country.

3. **in the application portal, enrol online.**

<b>Deadline</b>	<b>Begin</b>	<b>End</b>
	<b>31 July</b>	<b>28 August 2015, 12:00 midday</b>

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the end of the deadline.

If you don't respect the deadline for enrolment, you will lose your study place, which will be offered to the subsequent applicant in the ranking list.

<b>If you have gained your secondary school qualification abroad you must upload (if not uploaded upon application):</b>
<ul style="list-style-type: none"> <li>• secondary school diploma</li> <li>• official translation of the secondary school diploma into Italian (translation is not necessary if the certificates have been issued in the German-speaking area)</li> <li>• declaration of equivalent value of your secondary school diploma, issued by the Italian consulate or embassy abroad (not necessary for qualifications gained in Austria or Germany)*</li> </ul>

\* In case of doubt, unibz reserves the right to request the declaration of equivalent value also for Austrian and German qualifications.

At the beginning of the academic year you have to submit the originals of the above mentioned documents to the Student Secretariat.

<b>If you are a non-EU citizen resident abroad:</b>
<p>If you are able to be admitted to the admission procedure of the course you applied for (check the admission rank lists), the Italian Authorities in your own country will issue you with the entry visa for studies/university: this will allow you to arrive in Italy to sit the Italian-language test (for undergraduate degrees), any entrance tests you have to take, and to enrol for the course that you have pre-enrolled for, after passing the selection procedure. The Italian-language test, which all students applying for undergraduate courses must sit, usually taking place at the beginning of September in Bozen- Bolzano.</p> <p>According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the permit to stay: as soon as you arrive you should go to the Advisory Service and you will be given all the information so that you can start this procedure.</p> <p>Once you will obtain your permit of stay for Italy (permesso di soggiorno), you have to deliver it to the Student Secretariat personally or via e-mail.</p>

**Students intending to transfer from another Italian University to unibz** have to submit to the Student Secretariat - at the beginning of the academic year - a copy of the transfer application presented at your university of origin.

## TUITION FEES

Enrolment taxes and fees for the 2015/2016 academic year amount to **1.343,50 €** and are to be paid by bank transfer.

Deadlines for payment	1 <sup>st</sup> instalment (743,50€)*	2 <sup>nd</sup> instalment (600 €)
For all applicants	By 28 August 2015	By 31 March 2016

\* The first instalment includes the provincial tax for the right to study of 143,50 € and a revenue stamp of 16 €.

The first instalment must be paid in order to enrol.

Delayed payment of the second instalment will result in a fine being levied. If you have not paid your taxes or other fees, you will be unable to take exams and will not be able to transfer to other universities or other degree courses.

If you drop out of a course, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of fees.

Exemption from the University fees (and the provincial tax) is granted to:

- Disabled students with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be presented at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Entitled to receive a refund of the tuition fees are those students who benefit from a scholarship granted by the Autonomous Province of Bozen - Bolzano (see below).

## RECOGNITION OF CREDIT POINTS

After enrolment, you can apply for recognition of credit points gained at the end of previous university studies, if they are compatible with the subjects offered.

You can submit the application to the Faculty, together with all required documents, within the deadline established by the Faculty itself. No applications will be accepted after the deadline. The application is available at the link <http://www.unibz.it/en/students/studycareer/examrec/default.html>

The Degree Council will evaluate the application and the credit points - if recognised - will be inserted in your student's career.

## ADVISORY SERVICE

The Advisory Service informs you about the faculties and the degree courses on offer and provides support regarding your choice of study.

At the InfoPoints in Bolzano and Bressanone you can view information material and receive information about the courses. There is also an individual consultation service available.

Addresses and telephone numbers can be found on the last page of this Manifesto.

## STUDENTS WITH DISABILITIES OR LEARNING DISORDERS

If you have a disability or a learning disorder, the Advisory Service will provide support throughout your time with us at the University.

If you need advice or information about access to and movement around the premises, or about the benefits and opportunities available to students with disabilities, please contact the Advisory Service before you submit your application and in any case at least one month before any admission exams that you have to do. Only in this way can we guarantee any necessary assistance so that you can sit the admission exams without difficulty.

If you wish for allowances to be made in the admission procedure, please get in touch with the Advisory Service in a timely manner and no later than the application deadline. You need to submit a certificate of disability or an evaluation that documents your learning disorder (diagnosis) to the Advisory Service, Piazza Università 1 – Bozen-Bolzano, either in person by appointment, or via fax (+39 0471 012109). Students with learning disabilities are entitled to receive 30% extra time for written entrance examinations in accordance with Italian law no. 170/2010.

The certification provided must have been issued by an institution recognized by your national health service and the diagnosis submitted cannot be accepted if it is more than 3 years old.

Information concerning exemptions from paying university fees can be found in the paragraph entitled "Tuition Fees".

Other forms of support are offered by the School and University Welfare Office of the Autonomous Province of South Tyrol (address and other details can be found on the last page).

## **STUDY GRANTS AND STUDENT ACCOMMODATION**

The School and University Welfare Office of the Autonomous Province of South Tyrol (Amt für Hochschulförderung - Ufficio per il Diritto allo Studio universitario) must be contacted for:

- **Accommodation:** you can apply from Tuesday, **14 April 2015**. We advise you to complete the application for accommodation as soon as possible, already upon application at the University or before knowing the admission procedure results: the assignment of accommodation in student hostels follows a first-come, first-served policy. You can find further information regarding registration procedure on the services portal of the Autonomous Province of Bozen – Bolzano from mid-March: [www.provincia.bz.it/diritto-allo-studio](http://www.provincia.bz.it/diritto-allo-studio) > Assistenza universitaria > Alloggi in Alto Adige;
- **Study grants:** For information, you can contact the above-mentioned office or the "Südtiroler HochschülerInnenschaft" (sh.asus), which can give information and help with online applications. Students from non-EU countries will be eligible for these study grants only after one year of regular residence in South Tyrol;
- **Refund of the provincial tax.**

Addresses and telephone contacts are indicated on the last page of this Manifesto.



## STUDY PLAN

There is a maximum number of 20 exams and the bachelor ends with the completion and presentation of a degree project whose subject is decided upon in the sixth semester.

Although attendance of courses and lessons is not compulsory, it is deemed necessary due to the practical nature of project work.

Students have to create their own study plan by the date indicated by the Faculty Secretariat. The elements that make up the individual study plan are:

**the Warm up**  
**4 projects**  
**8 lectures and practical courses**  
**3 language courses**  
**the optional courses and**  
**the degree project.**

### THE WARM UP

The Warm up is an introduction semester and comprises the following courses:

Name	Contents	Semester	Hours	CP
Warm up project	Introduction through short term project experiences in planning methodologies, strategies and techniques, applied within the context of multicultural, multi-disciplinary teamwork, resulting in finished creations in the field of product and graphic design.	WS	60	10
Descriptive geometry	Models of geometric representation	WS	30	5
Methods and techniques of representation	Module 1 (36h): Drawing: methods and techniques of representation WUP	WS	60	5
	Module 2 (24h): Drawing (students can choose between): a) life/still life drawing b) conceptual rendering	SS		

**WS** = winter semester - **SS** = summer semester

During the warm up project various project leaders and lecturers offer students a series of short projects. This is aimed at allowing the students to familiarise themselves both with the various aspects of design and the individual lecturers' working methods. The warm up must be attended during the first semester.

In order to pass the warm up project, all the short projects contained in it must be passed. Students who do not pass the warm up project before the beginning of the second semester will only be allowed to attend language and workshop courses during the second semester; in the following winter semester they will have to enrol again in the first year and will have to attend the warm up project again.

The course Methods and techniques of representation must be attended during the first year and includes two modules: module 1 must be attended during the winter semester and module 2 must be attended during the summer semester. To pass module 1 is the requisite for the attendance of module 2. Students who do not pass the course Methods and techniques of representation, must repeat both modules.

Students who do not pass the courses Descriptive geometry and Methods and techniques of representation will not be allowed to enrol in semester projects from the second year on.

### PROJECTS

There are four types of project (A, B, C, D – see table below) that can each be undertaken only once. The individual projects – focusing either on product design (PD) or visual communication (VC) - involve practical tasks which aim to motivate students to discover new solutions independently. Projects include practical design work and two project-supporting subjects, where students are monitored by a specially appointed designer and two lecturers of theoretical and practical subjects. In the second, third, fourth and fifth semesters, the students must undertake one project per semester.

Project A	Contents	Hours	CP	Exam
Product design (PD)	Design methodologies, strategies and techniques, applied within the context of multi-cultural, multi-disciplinary teamwork, resulting in finished creations in the field of product design (PD).	90	12	1 exam 22 CP
Digital modelling	Criticism of electronic programs for three-dimensional planning, resulting in prototyping and rapid production	60 integrated	5	
Cultural anthropology	Introduction to the scientific work field (object of research, methods). Verification of the project related approach and results from the point of view of the cultural anthropology.	30 integrated	5	
Project B	Contents	Hours	CP	Exam
Visual communication (VC)	Design methodologies, strategies and techniques, applied within the context of multi-cultural, multi-disciplinary teamwork, resulting in finished creations in the field of visual communication (VC).	90	12	1 exam 22 CP
Interactive & motion graphics	Methodologies, strategies and techniques of motion graphics as part of visual communication, including the design of motion graphics/sequences of images (video) as well as the animation of static shapes.	60 integrated	5	
Theories and languages of visual communication	The elements of linguistic and communicative analysis of forms and icons, practice in applied analysis	30 integrated	5	
Project C	Contents	Hours	CP	Exam
Visual communication (VC)	Design methodologies, strategies and techniques, applied within the context of multi-cultural, multi-disciplinary teamwork, resulting in finished creations in the field of visual communication (VC).	90	12	1 exam 22 CP
Graphic design	Methods and techniques of graphic design	60 integrated	5	
Visual culture	Communicational and linguistic analysis of 2 and 3dimensional shapes: excercises in applied image analysis	30 integrated	5	
Project D	Contents	Hours	CP	Exam
Product design (PD)	Design methodologies, strategies and techniques, applied within the context of multi-cultural, multi-disciplinary teamwork, resulting in finished creations in the field of product design (PD).	90	12	1 exam 22 CP
Production technologies and systems	Production techniques and systems in their function of engineering the product	60 integrated	5	
Theories and languages of product design	Research in expressive tendencies in relation to social dynamics and technological innovations	30 integrated	5	

### THE COURSES

All courses listed below should be attended by the students during the six semesters. The order can be chosen freely by the students through their study plans.

Name	Contents	Semester	Hours	CP
History of contemporary art	Movements, authors and artistic tendencies of the twentieth century, with particular emphasis on interrelationships with design	WS	30	5

theory and practice of the technological image	Elements of the theory of photography, cinema, the electronic and analogical image. Students can choose between:			
	artistic photography	SS	60	5
	product/applied photography	WS + SS	60	5
	video	WS	60	5
Typography and graphics	Introduction to the technical and design foundation of typography and graphics	WS + SS	60	5
Theory of social change	Sociological models of change, qualitative methodologies of analysis, innovations and trends	WS	30	5
History and criticism of film and audiovisual media	Movements, authors and main tendencies of the twentieth century	SS	30	5
History of design	Processes, tendencies, theories of the planning of communicative objects and creations for modern living	SS	30	5
Interior & exhibit design	Possible solutions for the temporary design of spaces for cultural, exhibitional or commercial use, taking into consideration the communicative aspects.	WS + SS	60	5
Theory of media and cultural consumption	Currents of sociological thinking in the cultural and media industry. Methodologies of research and analysis of products and media processes	SS	30	5

**WS** = winter semester - **SS** = summer semester

#### TECHNICAL WORKSHOP COURSES

In order to gain access to the various workshops, students have got to follow the respective introductory courses to the workshops. Students follow at least five technical courses in workshops of their choice over the course of the six semesters (introductory or specialisation courses). They can choose from the following below:

Name	Contents
Carpentry workshop	Woodworking techniques
Metal workshop	Techniques and processing of metals
Plastics workshop	Techniques of plastics processing
Digital modelling workshop	CAD/CAM/CNC/CAQ, rapid prototyping, rapid production
Print workshop	Serigraphy – relief printing and pad printing techniques
Cutting and binding workshop	Cutting and binding techniques
Photography workshop	Photographic techniques
Video workshop	Video techniques
Assembly space (Bankraum)	Assembly of the finished products
Surface treatment workshop	Surface treatment (wood staining, wax, oil, varnish, etc.)

In the following workshops no specialisation courses are being offered:

Name	Contents
Shaping and moulding workshop	Techniques for modelling shapes and moulds in clay and plaster
Materials and technologies workshop	Materials science in design: materials – semi-finished products - objects
Computer workshop	IT methodologies and instruments
Electronics workshop (drama läb)	Instruments and methodologies of “User Experience Design” and “Physical Computing”

#### LANGUAGE COURSES

Name	Contents	Hours	CP
3 language courses (Italian, German, English)	General and specialist language at various levels	each 30	3

It is not possible to choose language courses in the main language of one's secondary school. Requirements for attending a language course are:

- for the basic courses Italiano, Deutsch and English the students must have a B1\* level;
- for the language courses Italiano specialistico, Deutsch Fachsprache and English LSP students must have a B2\* level or they must have passed the exams of the respective basic courses of the bachelor.

\*(Common European Framework of Reference for Languages or language certificates issued by the unibz)

#### **ADDITIONAL COURSES**

Students have 12 credit points available for additional courses of their choice. These courses may include: courses offered by the Faculty of Design and Art as well as courses offered by other faculties (if coherent with the educational project).

#### **DEGREE PROJECT**

In the sixth semester students must work on an individual degree project. The student conceives and decides on the focus of his or her project together with his/her tutors, but it has to be based on the areas of product design or visual communication.

Name	Contents	CP
Degree project	The theme and content of the project is chosen by the student	10
Abstract in three languages	Abstract of the degree project in the three teaching languages (dt-it-en)	1

#### **LECTURE HALLS AND CALENDAR**

Teaching takes place on the main premises of the unibz at the Faculty of Design and Art. The calendar detailing lecture halls and lecture times can be found on the Faculties website. Special teaching activities may also take place outside the semesters.

## 2015/16 ACADEMIC CALENDAR

Application	04.05. - 08.07.2015
Language tests	07. - 09.04.2015 (enrolment by: 02.04.2015) 05. - 07.05.2015 (enrolment by: 30.04.2015) 13. - 15.07.2015 (enrolment by: 08.07.2015)
Admission exam (Admission Workshop)	24.07. - 25.07.2015
Publication of the ranking list	by 31.07.2015
Enrolment	31.07. - 28.08.2015

<b>Pre-semester</b>	
Mandatory language course	14.09. - 03.10.15
<b>1<sup>st</sup> semester</b>	
Teaching	05.10. - 23.12.15
Christmas holidays	24.12.15 - 06.01.16
Teaching	07.01. - 23.01.16
<b>2<sup>nd</sup> semester</b>	
Teaching	29.02. - 24.03.16
Easter holidays	25.03. - 28.03.16
Teaching	29.03. - 18.06.16
<b>Exam session</b>	
Winter	25.01. - 13.02.16 (1 <sup>st</sup> year students) 25.01. - 20.02.16 (years after the first)
Summer	20.06. - 16.07.16
Autumn	29.08. - 17.09.16 (1 <sup>st</sup> year students) 29.08. - 30.09.16 (years after the first)

## FOR FURTHER INFORMATION:

WHO?	WHAT?	WHERE?	WHEN?
<b>Advisory Service</b> Tel. +39 0471 012 100 <a href="mailto:study@unibz.it">study@unibz.it</a>	General information and course guidance, foreign students and students with disability or learning difficulties, accommodation	<b>At Bozen/Bolzano:</b> Universitätsplatz/Piazza Università 1 Building A – 1 <sup>st</sup> floor Office A1.01 Infopoint	Tue + Thu 14:00 - 16:00  Wed + Fri 10:00 - 12:30
		<b>At Brixen/Bressanone:</b> Regensburger Allee/Viale Ratisbona, 16 2 <sup>nd</sup> floor Office 2.12	Thu 14:00 - 16:00 and by appointment
<b>Student Secretariat</b> Tel. +39 0471 012 200 <a href="mailto:student.secretariat@unibz.it">student.secretariat@unibz.it</a>	Online application, enrolment, tuition fees	Bozen/Bolzano Universitätsplatz/Piazza Università 1 Building B – 1 <sup>st</sup> floor Office B1.10	Mon + Wed + Fri 09:00 - 12:00  Tue + Thu 14:00 - 16:00
<b>Faculty of Design &amp; Art</b> Tel. +39 0471 015 000 <a href="mailto:design-art@unibz.it">design-art@unibz.it</a>	Admission procedure, ranking lists, didactics	Bozen/Bolzano Universitätsplatz/Piazza Università 1 Building F – 5 <sup>th</sup> floor	Mon - Fri 09:00 - 12:00  Tue + Thu 14:00 - 16:00
<b>Language Centre</b> Tel. +39 0471 012 400 <a href="mailto:language.centre@unibz.it">language.centre@unibz.it</a>	Online upload of language certificates, enrolment to language assessment tests, language courses	<b>At Bozen/Bolzano:</b> Universitätsplatz/Piazza Università 1 Building A – 1 <sup>st</sup> floor Office A1.01 Infopoint	Tue + Thu 14:00 - 16:00  Wed + Fri 10:00 - 12:30
		<b>At Brixen/Bressanone:</b> Regensburger Allee/ Viale Ratisbona, 16 2 <sup>nd</sup> floor Office 2.12	Thu 10:00 - 12:00 (from October to April)
<b>Amt für Hochschulförderung / Ufficio per il Diritto allo Studio universitario</b> Office for School and University Assistance Tel. +39 0471 412 941/ 412 927 <a href="mailto:hochschulfoerderung@provinz.bz.it">hochschulfoerderung@provinz.bz.it</a>	Grants, accommodation in student halls	Bozen/Bolzano Andreas-Hofer-Straße/Via Andreas Hofer, 18 2 <sup>nd</sup> floor Office 209, 213, 216 (Grants) Office 214 (Student halls)	Mon + Tue + Wed + Fri 09:00 - 12:00  Thu 08:30 - 13:00 / 14:00 - 17:30
<b>South Tyrolean student association (sh.asus)</b> Tel. +39 0471 974 614 <a href="mailto:bz@asus.sh">bz@asus.sh</a>	General information, support in filling out the application forms for grants	Bozen/Bolzano Kapuzinergasse/Via dei Cappuccini 2 Ground floor	Mon – Thu 09:00 - 12:30 / 14:00 - 17:00  Fri 09:00 - 12:30