

## L-4 STUDY PLAN - curriculum DESIGN – from cohort 2025

### 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/propaedeuticities are indicated in the syllabi of the offered courses.

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</b>			8	note <sup>1</sup>
1	<b>Descriptive Geometry DES</b>			6	note <sup>1</sup>
1	<b>History of Design</b>			6	note <sup>1</sup>
1	<b>Design Theory</b>			5	note <sup>2</sup>
1	<b>Typography and Graphics</b>			6	
2	<b>Interior &amp; Exhibit Design 1</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 must choose 1 course out of the following compulsory-elective subjects (GROUP Praxis)</i>				6	note <sup>4</sup> for the subject Interior & Exhibit Design 2
2	<b>Photography</b>	6			
2	<b>Video and Post-production</b>	6			
2	<b>History and Criticism of Audiovisual Media</b>	6			
2	<b>Interior &amp; Exhibit Design 2</b>	6			
<i>Students must choose 1 course out of the following compulsory-elective subjects (GROUP Digital Design)</i>				6	Note <sup>5</sup> for the subject 3D CAD Advanced
3	<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 must choose 1 course out of the following compulsory-elective subjects (GROUP Eco &amp; Social)</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 must choose 1 of the following courses for further linguistic skills (GROUP Languages)</i>				3	Note <sup>6</sup>
2	<b>Foreign language DES-ART 1 - Italian</b>	3			
	<b>Foreign language DES-ART 2 - German</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 be able to register for project examinations from years after 1<sup>st</sup>, students have to have passed the exams of "Descriptive Geometry DES", "Drawing 3D CAD" and "History of Design".

<sup>2</sup> To register for the exam of "Design History" students have to have passed the exam of "History of Design".

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

<sup>4</sup> To register for the exam of "Interior & Exhibit Design 2" students must have passed the exam of "Interior & Exhibit Design 1".

<sup>5</sup> To register for the exam of "Digital Design: 3D CAD Advanced" students must have passed the exam of "Drawing 3D CAD".

<sup>6</sup> Between the 2 offered specialized language courses, must choose 1; 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	
<b>PROJECTS</b> In their study career students have to choose <b>4 projects</b> . <u>Starting from the 2<sup>nd</sup> semester</u> , students can undertake only one project per semester. In the 2 <sup>nd</sup> and 3 <sup>rd</sup> semester the study plan foresees the projects "Visual Communication 1" and "Product Design 1". Both projects are propaedeutic to "Visual Communication 2" and "Product Design 2". At the beginning of year 2 <sup>nd</sup> they will choose among three different paths: 1) interdisciplinary study plan: Product Design 1 and 2, Visual Communication 1 and 2 2) study plan focusing on visual communication: Product Design 1, Visual Communication 1 and twice Visual Communication 2 3) study plan focusing on product design: Visual Communication 1, Product Design 1 and twice Product Design 2					
<b>Semester</b>	<b>Subject</b>			<b>CP</b>	<b>Preparatory / Notes</b>
from 2 <sup>nd</sup> semester	<b>Project Product Design 1</b> (modular)	<b>Product Design</b>	8	19 (1 exam)	note <sup>7</sup>
		<b>Materials and Production</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>7</sup>
		<b>Graphic Design</b>	6		
		<b>Visual Culture</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>8</sup>
		<b>Digital Media</b>	6		
		<b>Theories and Languages of Visual Communication</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>8</sup>
		<b>Digital Fabrication</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>7</sup> 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>8</sup> 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.