

**INTERIOR AND PRODUCT DESIGN  
COURSE DESCRIPTIONS 2020-2021**

### ***Interior & Product Design***

ACCF IDGD 190: Geometric Design – *fall semester only*  
ACCF IDGD 290: Geometric Design II – *spring semester only*  
ACCF IDBD 190: Basic Design – *fall semester only*  
ACCF IDDS 121: Architectural Design and Survey – *fall semester only*  
ACCF IDAS 190: Analysis of Styles – *fall semester only*  
ACCF IDID 290: Industrial Design I – *spring semester only*  
ACCF IDID 390: Industrial Design II  
ACCF IDID 490: Industrial Design III  
ACCF IDID 590: Advanced Industrial Design I  
ACCF IDID 690: Advanced Industrial Design II  
ACCF IDIP 290: Interior Planning I – *spring semester only*  
ACCF IDIP 390: Interior Planning II – *fall semester only*  
ACCF IDIP 490: Interior Planning III – *spring semester only*  
ACCF IDIP 590: Interior Planning IV  
ACCF IDIP 690: Interior Planning V  
ACCF IDBM 390: Technology of Building Materials – *fall semester only*  
ACCF IDBM 490: Technology of Building Materials II – *fall semester only*  
ACCF IDHD 290: History of Design – *spring semester only*  
ACCF IDHD 390: History of Design II – *fall semester only*  
ACCF IDHD 490: History of Contemporary Design – *fall semester only*  
ACCF IDMD 390: Model Building  
ACCF IDDM 471: Marketing – *spring semester only*  
ACCF IDCC 290: Introduction to AutoCAD – *spring semester only*  
ACCF IDCC 380: CAD Cinema 4D  
ACCF IDCC 480: CAD Cinema 4D II  
ACCF IDCR 390: CAD Rhino I  
ACCF IDCR 490: CAD Rhino II  
ACCF IDWD 290: Design of Window Displays  
ACCF IDES 490: Design of External Spaces  
ACCF IDFS 190: Free-hand Sketching – *fall semester only*  
ACCF IDMP 590: Materials and Industrial Processes – *spring semester only*  
ACCF IDPD 390: Intensive Italian Product Design – *summer*

**ACCF IDGD 190: Geometric Design – *fall semester only***

The main objective of the course is to provide the students with the knowledge of the fundamentals of descriptive geometry as an instrument to represent real spaces and project spaces represented in a technical drawing. Exercises will consist of hand-drawn technical drawings such as orthogonal and volumetric projections. Starting with the drawing of geometric shapes, students will learn to draw pieces of furniture designed by great designers of the past, as well as domestic interiors and shops. They will become familiar with a wide variety of graphical representation methods, ranging from the simplest to the most complex.

**ACCF IDGD 290: Geometric Design II – *spring semester only***

This course is the continuation of Geometrical Drawing I. During class time students will analyze different drawing techniques such as those used in perspective drawing and outlines with shadowing, which were not fully covered in Geometrical Drawing I. The subject is organized in lectures and practical lessons. During technical drawing exercises, graphic techniques are applied to furniture, furnishings, furnished rooms, details of interior spaces, external space, etc.

**ACCF IDBD 190: Basic Design – *fall semester only***

This course is organized into six core areas which are intended to develop the student's creativity and provide him/her with the technical tools with which to translate this creativity into correctly drawn technical imagery. During the first part of the course students will be asked to identify complex shapes composed of geometric and organic shapes and establish their interrelationships. The purpose of this exercise is to teach the student to identify the compositional and organisational matrix of complex shapes in their two-dimensional and eventual three-dimensional spatial contexts. During the second part of the course, students will complete simple exercises that demonstrate spatial concepts in their technical context. Students will be asked to design common domestic objects and conduct research and a critical analysis of similar objects on the market. The final project will consist of the graphical and technical presentation of an object in different spatial viewpoints: a plan view, a frontal view, a side view and axonometric view.

**ACCF IDDS 121: Architectural Design and Survey – *fall semester only***

The primary aim of the course is to stimulate the students to observe the reality of an object by freehand drawing and copying objects from prints and photographs. This course provides a basic knowledge of survey and technical drawing of objects and interior spaces. Students will examine the theory of survey and technical drawing, the instruments used and the various measuring strategies that are useful to the graphic rendering of the drawing.

**ACCF IDAS 190: Analysis of Styles – *fall semester only***

This course aims to give students a basic and general knowledge in the history of art and architecture. This course is useful for identifying and understanding the most famous Italian and international art and architectural styles, with particular attention to the most important European movements over the centuries. Students will study the «classical» styles: from the Greek and Roman the Romanesque style, from the Gothic and Renaissance period up to the most significant styles of the 17<sup>th</sup> and 18<sup>th</sup> century.

**ACCF IDID 290: Industrial Design I – *spring semester only***

The course aims to prepare students to design domestic household items using a rigorous project methodology that will enable them to experiment with the different materials currently used in design

industries. By experimenting with different materials for each project, students will develop their own individual project design styles which will ultimately distinguish them as professional designers. In the first phase of the project, students will approach the various themes using drawing (with traditional tools and instruments) as a means of cognitive and design investigation. In the second phase, students will select and use techniques and instruments (drawing tools, computers, etc.) more in line with their own individual styles and preferences, with agreement from the instructor.

### **ACCF IDID 390: Industrial Design II**

This course continues and elaborates on the themes introduced in Industrial Design I. Students will further develop their knowledge and skills in industrial design focusing on household items. The class will address the correct use of materials and the construction systems that dictate the object's final shape. Students will refine their technical and geometric drawing skills as they are applied to their designs.

### **ACCF IDID 490: Industrial Design III**

In this course, focused on composition and design, students will apply different design themes to resolve the various problems inherent in an industrial design project. The course will underline the relationship between the designer's work and the productive process. Every company has its own identity, based on the use of a specific material technology, its market zone, the customer target, its history and market philosophy, and so on. The students must develop their designs within this context while exercising their own personal style.

### **ACCF IDID 590: Advanced Industrial Design I**

Students will investigate new needs and uses for products related to contemporary living through a careful analysis of the product and the market. They will then design industrial objects with an eye toward innovative form and function to improve the professional performance of a company of their choice.

### **ACCF IDID 690: Advanced Industrial Design II**

This course deals with industrial design and how to face a design project in a practical and realistic manner. Special attention is given to the *design process*, a method to follow in order to organize and execute a design project from the beginning to the end. The projects developed are divided into 4 phases: 0\_*Organization & Introduction*, 1\_*Research & Analysis*, 2\_*Ideation & Development* and 3\_*Refinement & Presentation*. The student is asked to follow the four-phase process to produce at least 2 "complete" and several "mini" industrial design projects regarding two categories: Furniture and Product Design. Various aspects regarding the products in these categories will be discussed in class, including general considerations about materials and manufacturing processes.

### **ACCF IDIP 290: Interior Planning I – *spring semester only***

This course will provide students with the necessary tools for a correct interpretation of the distribution and building analysis of living spaces. Students will learn the basics of spatial measurement and different illustration techniques for sketching interior spaces. Color, light and style will be considered in the analysis of different rooms of a home. Students' projects will focus on solving design problems for clients.

**ACCF IDIP 390: Interior Planning II – *fall semester only***

The course will expand upon and further students' skills and abilities related to the design of commercial spaces. Students will first analyze and research their chosen subject and develop preparatory sketches. Students will learn to design spaces in relation to use and to real distances. The lessons will help students to develop the critical and drawing skills needed to develop their projects, which will be presented at the end of the course.

**ACCF IDIP 490: Interior Planning III – *spring semester only***

The aim of the course is to teach students project methodology to design domestic spaces (the house as a self-portrait) that will allow them to manage the project in its different stages and demonstrate its construction feasibility. In the first part of the course, they will examine the issues and problems related to the analysis of the space and its potentialities highlighted by the survey (spatial area, height, volume, floors, support frames, light sources, etc.). In the second part of the course, designing problems and issues will be discussed to enable the student to identify and describe, in a professional manner, his/her own project that will be fully elaborated on the computer. In addition, students will compile personal catalogues of furnishings (commercially available) to use as a reference guide for designing the project.

**ACCF IDIP 590: Interior Planning IV**

This course will extend and complete students' training in designing public spaces with a project to design the interior of a fashion atelier. Students will conduct analysis and research, producing preparatory sketches related to public spaces. Lessons will provide instruction on how to reduce space in relation to use and to real distances, preparing them for a design for the chosen subject.

**ACCF IDIP 690: Interior Planning V**

In this course students will complete a project related to public spaces. The course will focus on a single subject, in which students will study the use of a public space for a literary café or a day care center. Students will conduct analysis and research on the project subject, producing preparatory sketches related to public spaces. Lessons will provide instruction on how to reduce space in relation to use and to real distances, preparing them for a critical-graphic design for the chosen subject.

**ACCF IDBM 390: Technology of Building Materials – *fall semester only***

This course will prepare students to develop simple solutions regarding the combination of different materials in interior or exterior spaces, taking into consideration the different zones and uses of the living spaces. In addition to classroom lectures, the course will include guided visits to the main stores, show-rooms and local industries, in order to provide students with ample direct knowledge of the materials generally used in interior and exterior design. During the course students will use free-hand drawing to represent materials and will conduct research about their use and application.

**ACCF IDBM 490: Technology of Building Materials II – *fall semester only***

This course aims to familiarize students with the different characteristics of building materials so that they can understand how materials relate to interior design in all facets, and when and how the materials should be used in various environments. The class will include visits to showrooms and stores and technical exercises.

**ACCF IDHD 290: History of Design – *spring semester only***

The course will investigate the issues related to Industrial Design as a language and means of mass

communication. Objects will be analyzed in their formal components and as functional and ethical issues, and will then be organized into formal categories to better understand their meaning, their innovative power, their ability to spread within the company and their value. The course will discuss the evolution of the design language that has characterized the end of the last century and the first years of the new century, and the role of the information revolution of digital design as it applies to Industrial Design and the ongoing debate of the conflict between culture and technology. It will also discuss this new scenario in which the designer must address the development and management of new types of objects with new purposes, using software that is more flexible, powerful, and above all, designed as an extension of the brain's impulses.

#### **ACCF IDHD 390: History of Design II – *fall semester only***

This course will discuss the historical developments in the evolution of design forms over time, especially those of interest after the Second World War up to the present. It will focus on the major European and American designers and their iconic designs.

#### **ACCF IDMD 390: Model Building**

This is a basic level course that will begin with modelling soft materials, cutting them with manual instruments to begin with and then with electric machines. Each model will be developed employing a precise procedure: materials research, prototype models, and construction of the final models. In addition, the student will have to document each phase in the development of the project using drawings, photographs, collage etc., up to the completion of the project.

#### **ACCF IDMD 490: Model Building II**

In this advanced level course, students must already be familiar with the materials, cutting techniques and use of machines. In addition to refining students' model-building skills, this course aims to develop students' skills in reading drawings, which are necessary to reproduce scale models of products, interiors and architectural sites.

#### **ACCF IDDM 471: Marketing – *spring semester only***

This course, starting from the various possible definitions of "marketing", will investigate the function and objectives of marketing-mix strategies and the role and content of Market Planning. It will include an overview of the various stages of product development within the industry, from the development of the first concepts to monitoring of the first series produced and put on the market. The early stages of product development will be analyzed by investigating marketing, design and production skills. The course will also analyze the Third Industrial Revolution and the role of the designer and marketer in this context. Students will analyze the elements of complexity and innovation in terms of design and ethics and the role of the designer in the entire production process.

#### **ACCF IDCC 290: Introduction to AutoCAD – *spring semester only***

This course aims to provide the basic skills and knowledge required for computer animated design (CAD) and two-dimensional drawing. It will underline the relationships between traditional and automatic drawing, so that students can gradually develop the mindset to understand and use the new system. At the end of the course the student will be able to design and represent spatial plans and sections.

#### **ACCF IDCC 380: CAD Cinema 4D**

This first CAD course focuses on the basics of Cinema 4D software, starting with standard solid modelling

and instruction in how to transform 2D geometric shapes into 3D objects. In this first semester the students will learn how to import Autocad drawings as a starting point for 3D modelling.

#### **ACCF IDCC 480: CAD Cinema 4D II**

The main aim of this course is to instruct students in Vray basics; beside this software, this course will introduce some Autocad and Photoshop basics in order to provide tools to edit a simple 3D model.

#### **ACCF IDCR 390: CAD Rhino I**

This course will enable students to use Rhinoceros software to create simple, realistic industrial object models in less than ten minutes. Students will learn about 3-D modelling using Rhinoceros and NURBS modeling software. They will be introduced to a variety of 3-D application models used in industrial and interior design and will be engaged in multiple projects, learning how to model in Rhino through exercises that will address various issues beginning with simple ones and gradually becoming more complex.

#### **ACCF IDCR 490: CAD Rhino II**

This continuation of the introductory Rhinoceros course will expand upon what has already been learned. Students will learn new useful tools to create increasingly complex models within the appropriate replica and research strategies, using a few simple construction curves to create them. They will effectively and persuasively present their creations through the rendering engine V-Ray ASGvis.

#### **ACCF IDWD 290: Design of Window Displays**

The aim of this course is to provide students with the tools necessary to design window displays. Students will study the relationships between site, system and object (both physical and conceptual) as they research new approaches to contemporary museum display systems. During the course they will design an exhibition for a collection of works or objects of various kinds in a specific space that will be assigned. The design phase will include a careful analysis of objects that will be displayed and spaces to set up, considering all the services related to the exhibition.

#### **ACCF IDES 490: Design of External Spaces**

This course aims to provide students with the instruments to analyze exterior spaces, to design projects that enrich the quality of life outdoors and to improve their design capability. Students will deal with the problems related to constructed exterior spaces (such as city squares) and green spaces (such as gardens), with special attention given to the street furniture project. The course will analyze exterior urban spaces and how we perceive them - not only visually, but also through senses of sound, touch and smell. The third part of the course will focus on the street furniture project, examining the definite restraints and researching the most appropriate aesthetical, functional and technological solutions. The course will include lectures supported by visual materials.

#### **ACCF IDFS 190: Free-hand Sketching – *fall semester only***

The objective of the course is to develop and practice a series of techniques enabling the students to rapidly communicate their ideas with just pen and paper. Each class will introduce a new technique that will be the subject of the following week's assignment. Students will be encouraged to develop their own style using the fundamental techniques presented in the class. The classes will consist of the students' presentation of sketches to the class for review, lectures and demonstrations, workshops (time in class working on techniques with the teacher one one), and subsequent assignments.

**ACCF IDMP 590: Materials and Industrial Processes – *spring semester only***

The course will examine the industrial production processes of design objects, using metals, plastics and wood. The student will analyze the products, in particular those created using innovative materials, and industrial design processes from their conception to finished product.

**ACCF IDPD 390: Intensive Italian Product Design – Summer**

This two-part course will cover the history of Italian design together with a studio element in which students will enter into the design phase with their own design projects. The History of Italian design will cover figures beginning with Leon Battista Alberti and Leonardo da Vinci up to modern figures like Sottsass, Gregotti, Piano and Pininfarina. The contributions to the field of design of various Italian names are defined against the history of design in general, and reflection upon the creative and working process of these great names will accompany the student in the studio element of the course in which he or she will embark upon his own design project. Basic knowledge of technical drawing and design is required.