FIRST LEVEL 3 YRS COURSE
in Product and Communication Design

ISIA PESCARA DESIGN

The course aims to provide tools, knowledge and skills to carry out the professional activity of product and communication designer oriented to the design and feasibility assessment of industrial products and graphic and communication products.

The courses are divided into:

Theoretical (T)
Theoretical /Practical (T/P)
Laboratories (L)

Assessment:

Examination (E)
Qualification (Q)

FIRST YEAR

Types of training activities	Disciplinary field	Educational activity	I semester CFA	I semester Hrs.	II semester CFA	II semester Hrs.	Type of assessment
Training activities relating to basic training	Mathematics for design	T	4	32			Q
	History and culture of design	T	6	48			E
	Semiotics 1	T					E
	Descriptive geometry	T/P	4	48	4	32	E
Characterising training activities	Computer graphics 1	T/P	4	48	3	36	E
	Operational drawing	T/P	3	36	3	36	E
	Visual communication 1	T/P			3	36	E
	Basic design	T/P	4	48	5	60	E
	Product design 1	T/P	3	36	3	36	E
Related and supplementary training activities	Design technology 1	T/P			4	48	E
	Photo lab 1	L	1	23	4	48	Q
	Professional English language	L	2	48			Q

SECOND YEAR

Types of training activities	Disciplinary field	Educational activity	I semester CFA	I semester Hrs.	II semester CFA	II semester Hrs.	Type of assessment
Training activities relating to basic training	Semiotics 2	T	4	32			E
	Cultural anthropology	T	4	32			Q
Characterising training activities	Product design 2	T/P	4	48	4	48	E
	Visual communication 2	T/P			5	60	E
	Computer graphics 2	T/P	4	48	4	48	E
Related and supplementary training activities	Ergonomics	T	4	32			E
	Theory of shaping	T/P	4	48	4	48	E
	Design Technology 2	T/P	4	48			E
	Communication tools and techniques	T/P	3	36	3	36	E
	Image laboratory 2	L			2	48	Q
	Automatic modelling/CAM	T/P			3	36	Q
	Sociology of communication	T	4	32			E

THIRD YEAR

Types of training activities	Disciplinary field	Educational activity	I semester CFA	I semester Hrs.	II semester CFA	II semester Hrs.	Type of assessment
Training activities relating to basic training	Cognitive psychology	T	3	24			E
Characterising training activities	Computer graphics 3	T/P	3	26	3	36	E
	Visual Communication 3	T/P			5	60	E
	Product design 3	T/P	4	48	4	48	E
	Industrial economics	T	4	32			E
Related and supplementary training activities	Design technology 3	T/P	4	48			E
	Typological innovation	T/P	6	72			E
	Project management	T	2	16			Q
Other learning activities	Cognitive psychology	T					
Independent student activities	Independent activity	T/P			9		Q
Thesis	Final examination	T/P			4		Q
Internship R&D	Internship	T/P			9		Q

SECOND LEVEL 2 YRS COURSE
in ADDRESS 1 Multimedia Communication

The aim is to provide tools, knowledge and skills to carry out the professional activity of multimedia designer aimed at designing and producing products, installations and digital media in the area of multimedia and new technologies.

Types of training activities	SAD	Disciplinary field	TYPE	TOT CFA	I year CFA	I year Ev.	II year CFA	II year Ev.
Basic training activities	ISSU/01	Anthropology for design	T	6	6	E		
	ISDC/07	Multimedia computer techniques	T/P	12	6	Q	6	E
	ISST/01	Systematics	T	4	4	E		
	ISSU/02	Social communication	T/P	3	3	E		
Tot. CFA Basic				**25**				
Characterising training activities	ISDC/02	Multimedia languages	T/P	4	4	E		
	ISDC/02	Tools and techniques of multimedia communication	T/P	8	8	E		
	ISDC/02	Video editing techniques	T/P	4	4			E
	ISDC/02	Motion graphics	T/P	4	4			Q
	ISDC/04	Sound design	T/P	8	5	Q	3	E
	ISDC/05	Communication design	T/P	6	6	E		
	ISDC/05	Multimedia event design	T/P	8			8	E
	ISDC/05	Complex Systems Communication - Art Direction	T/P	8			8	E
	ISDC/05	Communication for exhibition spaces	T/P	6	6			E
Tot. CFA Characterising				**56**				
Supplementary training activities	ISDE/03	Interface design	W	4			4	Q
	ISME/02	Colour design	T	4			4	E
	ISSE/02	Professional English language	T/P	2	2	Q		
	ISSE/02	Intellectual property protection	T/P	2	24	Q		
Tot. supplementary training activitiesCFA				**12**				
Independent activity			T/P	9			9	Q
Internship			T/P	9			9	Q
Final test			T/P	9			9	Q
Totals				**120**	60		60	

SECOND LEVEL 2 YRS COURSE
in ADDRESS 2 Product Design

The aim is to train professionals who know how to manage the complexity of the process of conception, design and production of consumer products, within global decision-making and production mechanisms, integrating knowledge typical of the world of design with that of materials, with the ability to innovate process and product using sustainable materials and advanced technologies and product innovation in the use of sustainable materials and advanced technologies. They will also be stimulated to research and experiment in order to keep up with the speed of change in highly innovative contexts. In addition, they will be able to assess the impact of innovation in terms of environmental and social sustainability.

Types of training activities	SAD	Disciplinary field	TYPE	TOT CFA	I year CFA	I year Ev.	II year CFA	II year Ev.
Basic training activities	ISSU/01	Anthropology for design	T	6	6	E		
	ISDR/02	Reverse engineering	T/P	8			8	E
	ISDC/07	Stress analysis	T	4	4	E		
	ISSU/02	Social communication	T/P	3	3	E		
Tot. CFA Basic				**21**				
Characterising training activities	ISDE/01	Innovation design	T/P	8			8	E
	ISDE/01	Product design 1	T/P	10	10	E		
	ISDE/03	Product system design	T/P	5			5	E
	ISDR/03	Virtual process Modelling	T/P	8	8	E		
	ISDE/04	Integrated product design	T/P	8	8	E		
	ISDE/01	Product design 2	T/P	8			8	E
	ISSE/01	Cost analysis	T	4			4	E
	ISDE/02	Design for environmental sustainability	T/P	9	9	E		
	ISST/03	Innovative processes and materials	T/P	8	8	E		
	ISSE/02	Professional English	T/P	2	2	Q		
	ISSE/02	Protection of intellectual property	T/P	2	2	Q		
Tot. CFA Characterising				**72**				
Independent activity			T/P	9			9	Q
Internship			T/P	9			9	Q
Final test			T/P	9			9	Q
Totals				**120**	60		60	