SHORT COURSE
PRODUCT DESIGN

MILÃO inglês e italiano

16 jun - 04 jul 2025
01 - 19 sep 2025
12 - 30 jan 2026

PRODUCT DESIGN

Este empolgante curso breve explora o campo do design contemporâneo. As demandas de estilo de vida e dos clientes no mercado atual indicam uma necessidade maior de produtos que cumpram uma função específica, mas que, ao mesmo tempo, sejam esteticamente sedutores e contemporâneos. Este curso proporciona aos participantes uma visão e experiência do que é o design de produtos hoje, oferecendo uma **visão geral das etapas e atividades envolvidas.** Eles terão a oportunidade de entender os **principais processos** de um novo produto, desde o **design conceitual até a fabricação, prototipagem e marketing.** Este curso permitirá que os participantes adquiram habilidades e conhecimentos sobre como transformar uma ideia em um produto.

Semana 1

Milão é um centro internacional de design e, a cada ano, o mundo se volta para os aguardados eventos do Salone del Mobile e Fuori Salone. A análise dos últimos produtos apresentados na Milan Design Week passada será o ponto de partida para que os participantes se familiarizem com a importância do **Made in Italy,** sua linguagem e contexto. A cultura do design é, no entanto, um fenômeno global, e o curso também visa informar os participantes sobre outras linguagens estéticas de design que influenciam o cenário contemporâneo. O curso introduz os participantes a uma abordagem de análise crítica do design internacional, a fim de apoiar atividades profissionais na área de design ou simplesmente satisfazer a curiosidade sobre a maneira como vivemos e como os designers trabalham hoje.

Semana 2

Os participantes serão introduzidos às etapas iniciais do processo de design através das técnicas e métodos práticos comumente utilizados na pesquisa de design. Eles aprenderão a estruturar e analisar um briefing de design, identificar as necessidades dos usuários finais e criar uma proposta de produto. Os participantes iniciarão o processo criativo de design analisando condições e produtos existentes que formarão a base de seus conceitos e, em seguida, prosseguirão para a fase de desenvolvimento.

Semana 3

A semana final aborda o desenvolvimento e definição do design conceitual do produto. A análise das principais etapas do processo de design, bem como critérios e considerações de produção, será abordada. Isso aprofunda a compreensão das atividades necessárias para definir uma série de esquemas conceituais viáveis que atendam às necessidades do produto. Os participantes também poderão identificar processos de fabricação e materiais apropriados para seus próprios designs.

FOCOS DE APRENDIZAGEM:

- Processo de design de produtos
- Metodologia de projeto
- Características funcionais e estéticas
- Análise de briefing
- Do conceito ao desenvolvimento
- Modelagem conceitual
- Habilidades de apresentação
- Designer como profissional

ABOUT ISTITUTO MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- Establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Themes Covered
Product Design
Project Development
Design History

CONTENTS' OVERVIEW

Curriculum

This short course in Product Design introduces participants to the use of the main 2D and 3D software tools employed in product design and explores the contemporary design field. They have the opportunity to know Italian design culture, and are guided by tutors through all the phases of a product design process, from research and conceptualization to form definition and material specification. Participants are encouraged to experiment with physical materials and are given support to test their design ideas with sketch models and simple prototypes. The investigation and study of contemporary products is completed by seminars focused on manufacturing processes and materials.

Week 1
Milan is an international centre of design and each year the world gravitates towards the anticipated events of the Salone del Mobile and Fuori Salone. An examination of the latest products presented in the past Milan Design Week will be the starting point for the participants to gain a familiarity with the importance of Made in Italy, its language and context. The culture of design is, however, a global phenomenon, and the course also aims to inform participants of other aesthetic design languages that inform and influence the contemporary landscape of design. The course introduces participants to an approach of critical analysis of international design, in order to support professional activities in the design field or simply to satisfy the curiosity about the way we live and how designers work today.

Week 2
The participants will be introduced to the beginning stages of the design process through the techniques and practical methods commonly used in design research.

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Participants will begin the creative design process by analyizing existing conditions and products that will form the foundation of their concepts and then will proceed to understanding the development phase

Week 3
The final week looks at the development and definition of the concept design of the product. Analysis of the main stages of the design process as well as production criteria and considerations will be addressed. This deepens understanding of the activities necessary to define a number of different viable conceptual schemes that meet the needs of the product. Participants will also be able to identify appropriate manufacturing processes and materials to their own designs.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes
On successful completion of the Product Design short course, students will be able to:
- identify the necessary development stages of a Product design project;
- acquire the basic skills that enable the creation of a new product from concept design through to manufacturing and prototyping;
- develop knowledge of the role and work of the designer in contemporary society;
- understand the structure of a professional design brief;
- expand visual and oral presentation skills.

ASSESSMENT

Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.