



DOMUS ACADEMY MILANO
Think further, Design beyond

Design Experience Programmes 2023

Italian Design Culture and Contexts

SUMMER SESSION 1: from 19th to 30th June 2023



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Domus Academy Design Experience Programmes – Summer 2023

ITALIAN DESIGN CULTURE AND CONTEXTS

School: Domus Academy

Address: Via Darwin 20, 20143 Milan, Italy

Course Structure: 60 hours – 10 lesson days

Period: from 19th to 30th June 2023

ECTS: 4 ECTS credits*

* ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home university

TITLE – AREA

Italian Design Culture and Contexts – Design Area

FACULTY

The course content and objectives have been defined and supervised by the Programme Leader Aoi Hasegawa who will select the teaching faculty.

COURSE DESCRIPTION

This course develops the vision that design is an integrated activity, capable of perceiving the changes in society and the impact of markets. The course embraces different scales of design, from product to interior and architecture with the aim to highlight and identify the key factors that determine the quality of a design solution, in a path that connects past, recent and future experiences. At the end of this course, participants will be asked to produce a reflective learning journal in relation to the Italian Design Culture and its approach.

ADMISSION REQUIREMENTS

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of Product Design, Interior Design, Architecture, and Urban Landscape Design.

COURSE OBJECTIVES

The aim of the course is to introduce students to the world of Italian design in its most relevant aspects, and to showcase the highlight of Milanese design. Through theoretical lectures and visits, students experience from the historical references to the most up-to-date cases studies. Furthermore, the educational goal of the course is to critically and creatively analyse Italian Design heritage, values and its innovation to be able to further integrate them into one's original vision of design. Students will present a reflective learning journal, which demonstrates original creative learning process of the course



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COURSE OUTPUT

Upon successful completion of this course, students will be able to:

- 1) Discover the heritage and values of Italian Design
- 2) Translate the personal experience of the course into written, photographic or visual form
- 3) Synthesise diverse information and visualise the understandings through a reflective learning journal

LIST OF MATERIALS AND TOOLS (to be brought by students)

- Laptop
- Notebook and stationaries

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of Domus Academy takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

A mix of theoretical lessons, field trips and practical workshops.

FACULTY SHORT BIO

Programme Leader: Aoi Hasegawa

After earning Bachelor's and Master's degrees in Architecture and Building Science at Tokyo Metropolitan University, Aoi Hasegawa launched her career as a set designer at Fuji Television Network in Tokyo, where she designed sets for Japanese and international musical acts. In 2005, Aoi moved to Milan and earned a second master's degree at Domus Academy.

Since 2006, she has worked with Domus Academy, first as a project assistant and tutor and now as programme leader of the Master in Product Design and Master in Interior & Living Design course. She also collaborates professionally with various companies and studios in the fields of product, interior, and strategy design.



ASSESSMENT AND GRADING

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal



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COURSE SCHEDULE

1st week

Day	Time	Professor	Hours	Lesson-subject
Day 1 Monday 19th June 2023	9:30 – 10:00	DA Staff		Welcome and Registration
	10:00 – 13:00		3	Course Introduction and Workshop Presentation
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson –Design Culture 1
Day 2 Tuesday 20 th June 2023	10:00 – 13:00		3	Lesson – Design Culture 2
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 1/Materially
Day 3 Wednesday 21 st June 2023	10:00 – 13:00		3	Lesson – Design Culture 3
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Workshop
Day 4 Thursday	10:00 – 13:00		3	Lesson – Product Design and branding 1



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22 nd June 2023				
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 2/Triennale Design Museum
Day 5 Friday 23 rd June 2023	10:00 – 13:00		3	Lesson – Product Design and branding 2
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

2nd week

Day	Time	Professor	h	Lesson-subject
Day 6 Monday 26th June 2023	10:00 – 13:00		3	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 3/Brand tours
Day 7 Tuesday 27 th June 2023	9:00 – 13:00		4	Workshop Revision
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop



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Day 8 Wednesday 28 th June 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 4/Brand tours
Day 9 Thursday 29 th June 2023	9:00 – 13:00		4	Workshop Revision
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
Day 10 Friday 30 th June 2023	9:00 – 13:00		4	Final Presentations and Certificate Awarding
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.