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## CM/AR350 – “What is Design?”: the Fundamentals of an Italian Industry

Prof. ANDREA BRUNAZZI

### COURSE DESCRIPTION

This course is far from being a drawing lesson. It is an exercise of uncertainty. Here are a series of questions that will be addressed in the course in order to capture the concept of “Design”: What is a design brief? How does one complete a design brief? What is the difference between design and style? Is a design evolutionary or revolutionary? How and when does one choose a design approach to implement a product or a line of products? How often does it occur? How strong and effective should our expectations be towards a design product?

Participants in the course will have to do in-depth analysis of products, the design of which have made a major impact or difference. Examples of packaging designs will be studied as marketing tools. And further study will be done on the “contagion effect” between product and its packaging, from a visual and structural perspective, and based on its shape and graphic corporate elements.

### PREREQUISITES

Recommended/preferred: at least two hours in a Design Museum anywhere in the world.

### METHOD OF TEACHING

Case-studies, in-class discussion (with individual activities), in-the-field assignments, focus on objectives and solutions.

### COURSE REQUIREMENTS

Students will be expected to be observant, in fact many of the assignments will be based on observations and assessments made on “products” outside of the classroom, analysis and rating of product performance.

### CREDITS

6 ECTS



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## GRADING

Attendance and class participation	15 % of final grade
Group assignments + class presentation	15 % of final grade
Midterm test	30 % of final grade
Final written exam	40 % of final grade

## COURSE READINGS AND MATERIALS

A selection of web sites and books on industrial design history.

## BIO OF INSTRUCTOR

**Andrea Brunazzi** Designer at London at Siebert/Head (International Brand and Package Design Consultants), focus on Design, POP Stand, Promotion Material, advertising for premium brand (Among the numerous records and awards: mention of the Grand Prix Italian Design in 1997, the Food & Design Award in 1999, nomination for the Golden Compass ADI 2004 and over 50 awards won in the last 15 years).  
Creative Director in Brunazzi&Associati, today in Zeroadv.com

## E-MAIL ADDRESS

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