

ISIA FAENZA
INSTITUTE OF HIGHER EDUCATION
FOR INDUSTRIAL ART AND DESIGN

STUDENTS HANDBOOK 2015/16

ISIA FAENZA – ISTITUTO SUPERIORE PER LE INDUSTRIE ARTISTICHE
Institute of Higher Education for Industrial Art and Design (ISIA) – Faenza

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READERS' INFORMATION

www.isiafaenza.it

The ISIA Management Body reserves the right to modify the present handbook through the website www.isiafaenza.it

WHAT IS ISIA – INSTITUTE OF HIGHER EDUCATION FOR INDUSTRIAL ART AND DESIGN

GENERAL INFORMATION

TYPE OF INSTITUTION

The Institute of Higher Education for Industrial Art and Design (ISIA) is specialised in Industrial Design. Founded in 1980 with the aim of developing studies in the ceramics sector, it then widened its horizons to include the design of all kinds of materials, virtual products and communication design.

LEARNING PROGRAMMES

All programmes are aimed at the product design and communication design fields, thanks also to the technological know-how of the lecturers, as well as to their skills in the field of publishing and advertising graphics.

The study cycles are broken down into a three-year period, after which a First Level Academic Diploma in *Industrial Design with Ceramic and Advanced materials* is awarded. Two 2-year courses may then be followed in order to obtain a Second Level Academic Diploma in *Product Design with Advanced materials*, where you can follow optional activities in the field of Communication Design. A maximum number of 30 students can enrol in each course every year. All students must attend at least 80% of lecture hours for each subject (private study excluded); exceptions can only be made with the approval of the Academic board.

A two-year Second Level Academic Diploma in *Communication Design* is currently planned but not active.

The lecturers are employed on a freelance basis, and are chosen from professionals with

experience in the design sector and from experts of qualified skills.

The transnational spectrum of design means that ISIA naturally adheres to the relative European Community educational directives. In fact, many important university institutions collaborate with ISIA.

Currently about 8% of ISIA students are taking part in mobility schemes with partner institutions; this number is double that of the national average. Incoming mobility reaches 22%.

The ISIA collaborates with industries and research centres. These initiatives aim at including interventions by specialists in the study programmes and to develop operative research in the field.

Those with an ISIA diploma hold successful positions in the workforce.

THE GOVERNING BOARD

The Italian Ministry of Education nominates the Director of the Administrative Board.

The ISIA is led by an Administrative Board with financial skills and by an Academic Board with know-how in the educational field. The Institute can boast of autonomy in both the choice of the lecturers, as well as in the creation of the study programmes and in the development of collaboration initiatives with industries.

The Chairman of the Administrative board is appointed by the Ministry for Education.

THE ITALIAN EDUCATION SYSTEM

The education and training system in Italy is currently divided into various levels or cycles, which are distinguished by an initial common and compulsory cycle lasting 8 years and by a successive series of courses of study, which prepare students for higher education at a university level.

The first stage of education involves five years at **primary school**, where children may enrol at an age of five and a half, this is followed by **lower secondary school**, lasting three years; students must then pass a *State* run *exam* in order to enter the **upper secondary school**.

The secondary schools are divided into **vocational training, technical institutions** and “**licei**”. The secondary school cycle lasts five years and offers the choice of various disciplines: classical, scientific, linguistic, artistic, technological etc. The final qualification, currently called “**Diploma conclusivo di Stato**”, corresponds to the French baccalauréat and to other similar secondary school leaving certificates issued in other European countries. This certificate or diploma provides access to **University** and to **Institutes of Higher Education in Art**, and the ISIA of Faenza belongs to this latter type.

THE EUROPEAN ECTS SYSTEM

The ISIA of Faenza was one of the first Italian institutions to adhere to the LLP-ERASMUS project, and to apply (1996) the European Community Course Credit Transfer System, otherwise known as ECTS.

The ECTS is a student-centred Credit Transfer and Accumulation System based on the principle of reciprocal trust, with the aim of establishing common assessment and grading criteria regarding the academic studies carried out in the countries of the European Union. This system is a part of the ERASMUS (European Community Action Scheme for the Mobility of University Students) framework.

Credits represent the learning workload, including individual study, necessary for a student in possession of an adequate initial preparation, for carrying out the learning activities laid down in the study regulations relative to the study courses. One credit corresponds to 25 hours of work. The transfer of the credit from one institution to another is based upon agreements laid down between the partner institutions and upon the assessment of the study programmes and the learning outcomes achieved.

Foreign students enrolled in this scheme may attend study courses or subjects, which are a part of the normal study programme and may also sit for the relative exams.

Recognition of the ECTS credits is based on the workload each student must undertake during the period spent at the host institution. Each course is assessed on a credits basis and when planning their individual study programme, students must take into account the credits awarded to each course

The average workload necessary for a full-time student to successfully complete one academic year amounts, in most cases, to 1500 hours (that is 60 credits, broken down into 30 per semester or 20 per term). These hours include lectures, seminars, workshops, research, independent and private study etc. The fraction of the total time to dedicate to private study, as well as to other types of independent study, is agreed beforehand. In any case, this fraction cannot be less than half the total hours, except in the case where a high content of experimental or practical work is involved.

Practical work and optional activities award further academic credits, as long as they represent an integral part of the study programme. Any other activities and optional courses do not give the right to credits, but they may be listed in the student's Transcript of Records "Libretto di Studio".

The credits corresponding to each study activity can only be obtained after passing the relative exam or the appropriate assessment of the learning outcomes achieved. The institute also awards merits according to a six level Grading Scale (see below).

The total number of credits awarded by the host institution may be transferred to the home institution and made valid to follow the studies. Otherwise, these credits may be used at the host institution in the case that the student remains until the final qualification is obtained, or lastly they may be transferred to a third partner institution belonging to the ECTS system. Nevertheless, the total or partial recognition of the credits acquired by a student with the aim of contributing to ones studies, is to be carried out by the host institution; what is more, each student must adjust their relative study programme to adhere to the legal and institutional requirements of the host country and to the institution where the degree or diploma course is being undertaken.

Students must be citizens of one of the States recognised as belonging to the European Community ERASMUS Programme.

THE EUROPEAN COMMUNITY PROVIDES FUNDING TO STUDENTS TAKING PART IN THE ERASMUS MOBILITY SCHEME.

Since 1999 the Italian University System has been calculating academic credits in the same way as the ECTS programme.

ECTS GRADING AND ASSESSMENT SYSTEM

The Italian grading system is based upon a scale of thirty marks: 18 is the minimum mark to pass successfully an exam, 30 is the highest mark, and a "cum Laude" merit may also be added, which corresponds to an additional three marks. This is awarded when the test is considered exceptional. The ECTS grading system on the other hand, is based upon a scale of six levels, illustrated according to performance grades.

The differentiation of marks is obtained through a statistical analysis of the frequency of grades in the traditional system; the ISIA of Faenza has elaborated the following differentiation table:

- A = excellent test result totally fulfilling the requirements: 30 + merit
- B = very good test result with personal re-elaboration and very few errors: 29-30
- C = good test result, with a few errors: 27-28
- D = satisfactory test result with considerable errors: 24-26
- E = satisfactory test result that only fulfils the minimum requirements: 18-23
- F = unsatisfactory test result, with totally inadequate preparation: ≤17

ERASMUS MOBILITY AT ISIA - FAENZA

ISIA - Faenza, as owner of ECHE (Erasmus Charter for Higher Education 2014-2020), participates in the international mobility ERASMUS+, which allows students to study at foreign institutes (Student Mobility for Study - SMS) and/or internship education training in studies or foreign companies (Student Mobility for Placement Mobility - SMP) for a part or the whole academic year. The adoption of the ECTS transfer system ensures full recognition of credits achieved during the ERASMUS mobility.

The requirements and procedures for participation are determined by national legislation and by the ERASMUS Institute Code. To play an ERASMUS mobility period, the student must have successfully passed all the exams of the previous years. During the period of study abroad (SMS), the student

must attend with profit the study plan (Learning Agreement), previously agreed between the belonging Institute and the host Institute, about the exams and / or other evidence of profit to obtain the ECTS credits, attested on the Transcript of Records. In case of mobility for traineeship (SMP, literally Student Mobility for Placement) students are required to observe the training agreement (Training Agreement) agreed in advance between the sending institution and the study or institution where the stage is made, whose working hours and the types of activities must be certified on the transcript of work (in case of stage, 25 hours of student's work = 1 ECTS).

At the end of the period of SMS or SMP mobility, the student is interviewed by the ISIA Faenza ERASMUS Commission, which, after establishing the adequacy of the requested documentation and of the activity performed by the student during the mobility, recognizes the ECTS credits. In case of mobility for learning purposes (SMS), the Commission will also admit the academic grading evaluations obtained by the student.

During the ERASMUS mobility for learning purposes (SMS) or for placement (SMP), the student could receive a scholarship, awarded on the basis of availability - provided each year by the National ERASMUS Agency and the Ministry of University and Research (MIUR). In the event of exceeding request, the allocation is based on a list made from the average of evaluations on the college book. The amount of scholarship for ERASMUS mobility for learning purposes (SMS) or for placement (SMP) may change in relation to the allocations provided by the National ERASMUS Agency and the Ministry of University and Research (MIUR).

Students can participate in the ERASMUS program without scholarship. In this case the student enjoys all the rights attached to the status of ERASMUS student, such as credit approval and recognition of study or stage abroad.

Foreign students from a partner institution entering the ERASMUS program can attend at the ISIA - Faenza teaching and / or materials provided in the ordinary curriculum, previously agreed by the Learning Agreement, and may take the exams to obtain their ECTS credits and evaluations, certified on the Transcript of Records.

THE ITALIAN UNIVERSITY SYSTEM

University study in Italy is carried out at faculties, which can boast of considerable autonomy, and they can offer one or more diploma or degree courses in specific cultural and applicative fields, according to the following types.

The first level is the **three year Degree Course**, which aims at conferring a good basic preparation, that is, an adequate command of general scientific methods and content, as well as a range of specific professional skills. Some regulations provide access to a set number of students, subordinate to passing entrance exams. A degree is awarded once the relative exams are passed, and the prescribed credits have been acquired (180 in 3 years, equal to 4500 of work for each student).

The three-year course may be followed up by a one-year **Advanced training course (First level Masters, 60 credits)** or by a **Specialisation Degree course** (120 credits, 3000 hours of work), with the aim of providing the student with an advanced level of training for qualification at a high level in specific fields. In particular cases there are a number of Degree courses (Medicine and Surgery, Veterinary Medicine, Pharmacy and Architecture) for which only a cycle of 5-6 years overall is available, which does not involve the awarding of a degree after the first three years, but only once the specialisation degree has been obtained.

Following the specialisation degree it is possible to follow-up with a three-year **Research Doctorate Programme** (aimed at basic and applied research) or with an **Advanced training course (Second level Masters)**.

THE ACADEMIC CREDITS SYSTEM (CFA)

The school applies the Italian CFA Academic Credit System, which is based on the ECTS system.

		Ordinary Courses (hours)	Thesis Elaboration (hours)
Composition of 1 CFA Academic Credit	Theoretical lesson	7.5*	0
	Practical-Theoretical activities	12.5**	0
	Workshop hours and private study hours	25	25

(*) + 17,5 hours of private study hours

(**) + 12,5 hours of private study hours

MID-COURSE PROGRESS EXAMS AND TESTS

During the academic year mid-course progress exams may be required, consisting also in the presentation of papers and projects, with the dates being set by the lecturers of the various subjects. The final exams are sat for at the conclusion of the courses and may consist in a written exam followed by an interview: that is an oral exam dealing with the mainly theoretic contents or the discussion of the papers written during the year. The grades are represented by a mark out of thirty; in addition to the maximum mark, the Commission may also award a "Cum Laude" merit that is equal to an additional three points.

There are some groups of joint courses that lead to a single final exam (combined exam) where the different lecturers award the final grade together.

The exams take place in two ordinary sessions: the first in the months of May-June, once lectures have ended for the Academic Year (summer session); the second in the months of September-October (autumn session). The Institute's Governing Body may allow supplementary exams to be held during the academic year, including a winter session in February, where the students can sustain only two exams, besides the final first semester exams and the thesis.

FINAL THESIS FOR THE FIRST LEVEL DIPLOMA

The thesis for the three-year course consists of a brief paper that gathers and outlines the results of one of the courses included in the Disciplinary Field of Design through written and visual materials.

FINAL THESIS FOR THE SECOND LEVEL DIPLOMA

Students who have obtained all the credits required by the study programmes may sit for the final exam. In order to be awarded the final diploma the students must present a research-project or a study presented under the form of an individual written paper (thesis), which highlights the professional competences the students have developed.

The choice of the research subject and its execution must be carried out with the assistance of a tutor who is chosen from amongst the lecturers (advisor), who may be assisted by one or more co-advisors. In addition, collaboration or a work-based placement with a company may be necessary for the execution of the thesis. In this case, in addition to the internal advisor, an external supervisor from the company offering the support may also follow the student.

What is more, the student may also join a research group within the school.

To be able to sit for the final exam the student must sit for regular progress tests before a specially set up commission.

With both levels of diplomas the final grade integrates all the results of the study programme with an assessment of the thesis work. To successfully pass the final exam, a minimum mark of 66/110 is required. If a maximum mark of 110/110 is granted, the examining Commission may award the "Cum Laude" merit.

FIRST LEVEL ACADEMIC DIPLOMA IN INDUSTRIAL DESIGN WITH CERAMIC AND ADVANCED MATERIALS

1st Year

Learning Activities B= basic S= specific	Scientific – disciplinary Sectors	Hours of Lectures	Private study hours	CFA – Academic Credit System	Exam	Type
S	Theory of perception	62	62	5	E	
B	Semiotics for design	50	50	4	E	
B	History of contemporary art	50	50	4		Two-years ⁽¹⁾
B	History and culture of design	50	50	4		Two-years
B	Mathematics for design	50	50	4	E (v) ⁽²⁾	Combined ⁽³⁾
B	Information technology for design	38	38	3		
S	Design Methodology I with Physical Modelling	125	125	10	E(v)	
S	Drawing and form Analysis	50	50	4	E(v)	Combined
S	Drawing techniques	50	26	3		
B	Descriptive and projective geometry	62	62	5		Two-years
S	Photography and post-production	50	50	4		Two-years
B	Materials science	75	75	6	E(v)	
Extra learning activities	English	50	50	4		Two-years
	Totals	762	738	60	E (v) 4 E 2	

Notes

1) The course is held over two years with a final exam at the end of the second year.

2) E(v): students must pass this exam to gain access to the successive year.

3) Combined Exam: one single exam, common to all the relative subjects.

Compulsory attendance of at least a part of the lecture hours according to the requirements of the Academic Board.

2nd Year

Learning Activities B= basic S= specific	Scientific – disciplinary Sectors	Hours of Lectures	Private study hours	CFA	Exam	Type
B	History of Contemporary Art	50	50	4	E(v)	Two-years
B	History and culture of design	50	50	4	E	Two-years
S	Design Methodology II with Physical Modelling	126	126	10	E(v)	Combined
B	Digital 2D and 3D technical drawing	50	50	4		
B	Descriptive and Projective Geometry	62	62	5	E(v)	Two-years
S	Illustration	62	62	5	E	Combined
S	Tools and techniques of communication	50	50	4		
S	Photography and post-production (two years)	50	50	4		
B	Polymers Technology	50	50	4	E(v)	Combined
B	Ceramics Technology	50	50	4		
B	Metals Technology	50	50	4		
Extra learning activities	Product Atelier/Communication Atelier optional	50**	50	4*	E	Two-years
Extra learning activities	English	50	50	4	E	Two-years
	Totals	750	750	60	E (v) 4 E 4	

During the first and second year lecturers may allow for a reduced attendance according to the recognition of learning outcomes and competences the student already possesses in the relative subject.

3rd Year

Learning Activities B= basic S= specific	Scientific – disciplinary Sectors	Hours of Lecture s	Private study hours	CFA – Academi c Credit System	Exam	Type
B	History and critique of contemporary design	50	50	4	E	
S	Design methodology III with physical modelling	125	125	10	E	
S	Product Graphics	62	62	5	E	Combined
S	3D automatic drawing	50	50	4		
S	Design with Physical Modelling	126	126	10	E	Combined
S	Communication Design	50	50	4		
S	Industrial Ceramic Processes	50	50	4	E	
S	Industrial Metals and Polymers Processes	62	62	5	E	
Extra learning activities	Product Atelier/ Communication Atelier (optional)	50**	50	4*	E	Two-years

	Stage, research and development			2		
	Individual activities *			3*		
	Diploma Thesis		250	5	E	
	Totals	625	875	60	E 8	

*Individual activities can be chosen by each student, and could consist in organized projects (i.e. Ateliers, events attending, etc.) or self-arranged activities advanced by the student and accepted by the Academic Council.

** the value is indicative as it is connected to the choices of the student - see table below "optional curricular activities".

CURRICULAR OPTIONAL COURSES

Course Topic	notes	n° hours
R&D Transportation Design		60
R&D – Rhino	3D Modelling	36
Fashion		70
R&D – Communication I Level	Communication Atelier 2 nd year	50
R&D – Communication I Level	Communication Atelier 3 rd year	25
Total		241

Optional curricular courses are equivalent to the curricular ones

ADDITIONAL COURSES

Course Topic	notes	n° hours
Polymer industry	Presentations by experts on 3 rd year ind. me. and po. processes.	60
Safety	Accident prevention standards for incoming students	4
Design Methodology II support		40
Fashion support additional courses	cutting	30
	Communication experts	10
Unplanned activities	It includes series of lectures	125
support courses with a high number of enrolled - individual teaching projects – Thesis verifying activities		35
Total		304

ERASMUS funded activities

Course Topic	N° Hours	Notes
Community languages	Italian language assistance for incoming mobile students	70
ERASMUS Tutoring		200
Total		270

The ERASMUS activities cover the needs of the students enrolled both in the three-year period than in the Master.

OUTLINE OF COURSES (alphabetical order according to the original Italian version)

Glossary

Esame vincolante- Binding Exam (EV): students must pass this exam to gain access to the successive year.

Combined exam: an exam covering various courses with one single final assessment.

Codes - Legend

ISIA-F = ISIA Faenza;

DT# = Three-year Diploma, # Year;

DS# = Two-year Diploma, # Year;

DSP# = Two-year Diploma Product Design, # Year;

DSC# = Two-year Diploma Communication Design, # Year;

XXX# = Subject acronym, # = number in alphabetical order.

Communication Atelier ISIA-F DT3-AC1

2nd and 3rd year

Alternative course to Product Atelier

Lecture hours per year: 50

Credits per year 4

Exam in 3rd year

Oral exam, presentation of projects

The students work in a professional manner on graphic design and applied research, choosing from a number of topics and sectors which are made available every year.

Product Atelier ISIA-F DT3-AP2

2nd and 3rd year

Alternative course to Communication Atelier

Lecture hours per year: 50

Credits per year 4

Exam in 3rd year

Oral exam, presentation of projects

The students work in a professional manner on product design and applied research, choosing from a number of topics and sectors which are made available every year.

Design with Physical Modelling ISIA-F DT3 DMF4

3rd year

Lecture hours: 126

Credits: 10

Binding exam combined with Communication Design

Oral exam, presentation of projects

This course aims at the hypothesis of design where the research and experimental components are the principal aspects.

The task is to analyze researches and “workshops” organised by large-scale industries in a wide range of product sectors.

At the same time students are required to elaborate researches and project hypotheses dealing with topics that are chosen year by year.

Communication Design ISIA-F DT3 DC5

3rd year

Lecture hours: 50

Credits: 4

Binding exam combined with Design with Physical Modelling

Oral exam, presentation of projects

The aim of this course is to analyse contemporary visual communication in order to develop a design method suited to the new technologies. The course will try to develop in the students the skill of providing coherent and creative design solutions to graphic and multimedia communication related problems.

The course is broken down into three parallel areas: monographic lessons dealing with key-topics of the discipline; *technical* lessons concerning professional methods for the realization of communicative products; practical work and group discussions regarding research topics set by the lecturer.

The main topics dealt with are:

- Visual communication: theoretic models and practical examples
- Signs, symbols, icons
- Images and stereotypes
- Perception and composition
- Communication: history and technology
- Mass communication
- Political propaganda
- Advertising
- new media communication
- color use and symbology
- typography, lettering, layout

3D Automatic Drawing ISIA-F DT3-DA6

3rd year

Lecture hours 50

Credits: 4

Binding exam combined with Product graphics

Oral exam, presentation of projects

The course aims at providing students with a basic know-how of the IT tools that may be used for the realization of design projects. The course deals mainly with two-dimensional vector drawing and three-dimensional modelling and rendering.

The programs are used in close relation with the design courses for the execution of the projects. The technical projects the students produce using the IT tools available are subject to assessment.

Drawing and Form Analysis ISIA-F DT1 DR7

1st year

Lecture hours: 50

Credits: 4

Binding exam combined with Drawing Techniques

Oral exam, presentation of projects

The Drawing and Form Analysis course involves research activity aimed at identifying those design components, which lead to the creation of a product.

This activity is a part of design methodology and concentrates on the analysis and design methods that are more suited to the project.

During the course, research experiences are faced and applied to industrial or artisan products that have been chosen for their functional, technological and aesthetic importance.

The required analysis concentrates mainly on:

- The historic/environmental contextualisation and definition of the “target” of the chosen product;
- Describing objects, or systems of objects, by means of sketches, photos and written notes;
- Freehand drawings indicating all of the formal, structural and functional features of the object;
- Analysis of the body/object relationship and the usage mode;
- Realisation of “preparatory modelmaking sketches” and measurement of the object;
- Instrumental drawing in the appropriate scale;
- Comparison of the chosen object with similar products.

The exam consists of presenting projects that outline the work carried out during the academic year and assessment involves examining the correct work methodology, its complexity and the completeness of the overall process.

Drawing Techniques ISIA-F DT1 TR26

1st year

Lecture hours: 50

Credits: 3

Exam in the 1st year combined with Drawing and form analysis

Presentation of projects

- The synthetic representation of forms and volumes with the aim of achieving the condition of *saper guardare- knowing how to see*.
- Creating harmonious signs and symbols.
- Spontaneity and control.
- Synthetic reproduction of graphic structures.
- Perception and reproduction of colour tone values.
- Pencil hatching and shading of forms.
- Observing human anatomy and sketching of some volumetrically significant details.
- Creativity and observation.

Digital 2D and 3D Technical Drawing ISIA-F DT2 DT8

2nd year

Lecture hours: 50

Credits: 4

Binding exam combined with Design Methodology II with Physical Modelling

Written and oral exam

The course provides functional teaching of design.

Research is carried out involving the analysis of industrial and artisan products that are related to the world of communication in the Design sector, with the aim of building critical interpretation skills applied to the production field. The students will face themes concerning different types of project representation, from the U.N.I. standards for technical drawings to the presentation of a professional drawing.

The first part of the course adopts a programme involving theoretic information and examples of graphic exercises, combining the study of the influence of the production system with drawing and

dimensioning. The second part involves the application of the methodologies acquired to objects already in production and/or in the design phase. The said methodologies are taken from the parallel and previous curriculum activities, thus creating projects, which will be represented, in the final exam and all supported by the use of CAD.

Photography and post-production ISIA-F DT2 TCV25

1st and 2nd year

Lecture hours per year: 50

Credits per year: 4

Exam in the 2nd year combined with Illustration and Tools and techniques of communication

Oral exam, presentation of projects

Photography as a visual arts technique: design, research, and the product, tied to everyday events. Basic photography techniques, how to determine the luminosity of the subject; how to calculate the light exposure, mechanisms for controlling light exposure; prospective performance in function of the optics; lighting techniques in studios, outdoors and with mixed light; and analysis of sensitive materials, film and paper; the treatment of photographic supports (negatives, slides, black and white and colour); dark room work; digital photography and post-production; gradual acquisition and in-depth study of the filming and printing techniques for autonomous production of images relative to a planned topic.

Descriptive and projective geometry ISIA-F DT2 GDP14

1st and 2nd year

Lecture hours per year: 62

Credits per year 5

Binding exam in the 2nd year

Oral exam, presentation of projects

The teaching of Descriptive and Projective Geometry aims at training the mind, which is critically motivated, and that is necessary for transmitting rational messages tied to the properties of space. The first part of the course involves theoretic lessons where visual arts methods are acquired, not so much as mechanical and memory based systems, but more as analytic processes that identify vision and the description of space. The second part is based upon descriptive applications, both as a testing method, as well as an in-depth analysis of the topics that develop within the design related activities, in visual arts and in the modelmaking laboratories.

Product Graphics ISIA-F DT3 GP9

3rd year

Lecture hours: 62

Credits: 5

Binding exam combined with 3D Automatic Drawing

Oral exam, presentation of projects

Graphics as a communication based project. This subject aims at providing a general knowledge of communicative processes and the visual language.

During the course themes creating close relations between design and visual communication are faced. The analysis of content, function and expressive functions acts as a value for activating tools and aims. Graphic devices and apparatus are compiled, i.e. the visual artefacts necessary for building the identity of products or companies. The concepts of image and identity are faced during the construction, use and promotion of the product.

Through the graphics, the use of signs, perception based codes and visual messages are assessed. The topics explore the space of composition, chromatic functions, and the space of the image as a structure that organises and orients the course of interpretation, the form of the writing as an expressive and communicative sign.

Illustration ISIA-F DT2 IL10

2nd year

Lecture hours 62

Credits: 5

Exam combined with Tools and techniques of Communication and Photography and Post-production

Oral exam, presentation of projects

The course aims at offering the student tools and skills of expression and communication within the field of design and the techniques of visual arts, both in the creation phase and in the design in the context of *industrial design*, as well as in the design and realisation of images in the field of *graphics* and *communication design*, in order to learn the techniques of editorial illustration and *marketing*.

The activities are carried out in the classroom and they aim at helping the students, who are followed individually, to acquire their own valid professional identity, based upon character, style, culture and personal interests.

English ISIA-F DT2 IN12

1st and 2nd year

Lecture hours per year: 50

Credits per year 4, total 8

Exam in the 2nd Year

Written and oral exam

This course aims at improving skills of the spoken language, as well as understanding technical-professional texts.

The programme ranges from a further study of the fundamental language functions based upon everyday experiences. In addition, lexicon is improved through the use of textbooks, the comprehension of specialised literature and the improvement of grammar and syntax.

Physical Modelling Workshop – how it works

The school can boast of a Workshop for Physical Modelling and for practical work with prototypes. The Design Methodology I, II, II with Physical Modelling courses as well as Design with Physical Modelling course are all carried out by means of various phases of traditional teaching methods as well as with co-lecturers according to the following modules:

- 1) The presentation of the programme and of the aims; the lecturers of all the study programme lecturers who are tied to the final exam take part in this phase, as well as the lecturers responsible for physical modelling;
- 2) Traditional lectures on the part of the lecturers responsible for the study programme;
- 3) Traditional lectures on the part of the lecturers responsible for physical modelling;
- 4) Co-lecture activities with the lecturer in charge of the study programme course and with the lecturer in charge of physical modelling;
- 5) Individual revision of the work carried out by the lecturer in charge of the study programme course;
- 6) Mid-course assessments and final tests where all the lecturers mentioned in point (1) take part.

The main teaching activities carried out in the Physical Modelling Workshop:

- 1) Understanding of the fundamental principles and the realisation of basic physical models;

- 2) Physical experiments on design solutions with eventual creation of prototypes;
- 3) Volumetric representation of the project.

The distribution of the lecture hours is laid down by the teaching staff according to the aims that are set out during the programming phase.

Physical Modelling Workshop I – study topics

The course is both a completion and an initial test of project related activities. It aims at favouring the student's perceptive development, volumetric and dimensional control and characterisation through the various degrees of evolution through physical modelling. It may also be an opportunity for direct design based experimentation thanks to the use of certain materials.

Physical Modelling Workshop II – study topics

This course is broken down into progressive levels of study. The basic activities of the first two-year period aim at developing the necessary skills for three-dimensional visual arts – this is considered fundamental for understanding and communicating the project in question. At the same time the student undertakes a personalised course of study which is closely tied to the project, where the understanding of the techniques involving the construction of solids, the use of materials adopted in modelmaking, the examination of the principles used in the reproduction of objects, the use of machinery for rapid prototype production and the treatment of surfaces all contribute to creating a complete professional store of knowledge, offering above all, those operative tools indispensable in the design field. The main objective is that of creating a synergy between knowing and creating, which is the most effective way of responding to the current professional demands.

Mathematics for Design ISIA-F DT1 IM13

1st year

Lecture hours: 50

Credits: 4

Binding exam, combined with Information technology for design

Written and oral exam

The course aims at achieving three targets: the first involves consolidating the preparation of basic mathematics in order for the student to acquire those skills and competences necessary for formalising first of all, and secondly, for solving the problems of calculus, optimisation and selection; the second aim is to offer students ideas and views regarding the considerable creative and aesthetic components that are present in many sectors and mathematical applications. Finally, the third objective is that of understanding the fundamental elements and innovation regarding fuzzy logic, examining some of the various resulting implications, both from a technical point of view and from the point of view of applications in the industrial field.

The course deals with various topics:

- Teaching of basic mathematics, traditional logic, geometry, and trigonometry;
- Analysis elements and linear algebra: the theory of succession, elements of function analysis in one or more variables, N-dimensional spaces;
- Elements of physical mathematics relative to finding the centre of mass of a physical system;
- Elements of fuzzy logic;
- Applications.

Design Methodology I with Physical Modelling ISIA-F DT1 MPM15

1st year

Lecture hours 125

Credits: 10

Binding Exam

Oral exam, presentation of projects

First Part

This is a theoretic and practical course dealing with the main concepts that are at the basis of design know-how. Concepts such as: research-design, invention-design, creativity-imagination and again drawing-design, model, measurement and method are all fundamental tools of the discipline; for each of these, at the same time as an interpretation based course, all application based skills are tested through brief practical exercises which develop the initial skills of the student dealing with form and its visual representations.

Second Part

The objective is to deal with one or more design based courses of study that present a limited number of variables. Topics that make use of paper, cardboard and corrugated cardboard all introduce the "material" based variable and the related technologies, in part with regard to packaging, but also by experimenting application extensions of the materials in games, furniture and displays.

Design Methodology II with Physical Modelling ISIA-F DT2 MPM16

2nd year

Lecture hours 126

Credits: 10

Binding exam combined with Technical Drawing

Oral exam, presentation of projects

The Design Methodology course features orientation based educational activities, which lead the student towards acquiring autonomous design competences. At the same time, gaining a preparation founded upon a series of practical exercises and theory-information is provided dealing with the main design issues. The teaching of the subject is intended therefore as a methodological course of study through research, tests and projects having the aim of acquiring those instrument based skills through which the "project" is communicated.

Every month group tests are held on the activities undertaken. To follow there are individual tests during which the work is assessed according to the following criteria: respect of the topic, the capacity to research and to elaborate upon the topic through research, documentation compilation skills, intuitive skills and expressive graphic skills, initial analysis and final synthesis skills.

The exam consists of the presentation of a brochure containing all of the documentation produced during the academic year.

Design Methodology III with Physical Modelling ISIA-F DT3 MPM17

3rd year

Lecture hours 125

Credits 10

Oral exam, presentation of projects

The students work independently and professionally on issues of design and applied research for both traditional ceramic materials and innovative materials.

There is a collection of teaching experiences gained in previous years and aimed to the themes and opportunities that will be the subject of future professionals' first steps in the world of design. Valuation is based on projects innovation and completeness.

Industrial Ceramic Processes ISIA-F DT3 PIC18

3rd year

Lecture hours 50

Credits: 4

Mid-course test, Oral exam

The course analyses the main industrial productions of the ceramics sector. All the single phases are illustrated where the industrial production processes are broken down, aiming in particular at highlighting the aspects that have the greatest influence on design, in relation to the limits and to the possibilities that the various materials and their processing techniques offer. The course can also boast of providing guided tours of production plants.

Industrial Metals and Polymers Processes ISIA-F DT3 PMP19

3rd year

Lecture hours 62

Credits: 5

Oral exam

This course aims at placing the students in contact with those issues tied to processing and the rational use of materials of a polymer and metal nature and to transmit the main assessment elements of the design and production solutions, paying particular attention to the thermo-plastic materials and to injection moulding.

The main topics refer to the most popular design material processing technologies, to their general characteristics, to their particular qualities, to the usage limits and to the main sectors of application. The objectives according to which the learning approach is based, aim at the realisation of a balance between theoretic knowledge and technical-professional applications and the acquisition of experience with the industrial production world. What is more, the structure of the course involves the integration of traditional teaching methods with the contribution of experts from the industrial sector. The conventional lectures are integrated with tours of production plants and with frequent lectures by technical staff from the companies. These initiatives aim at highlighting the basic methodologies as well as some of the particular technological methods that cannot be ignored by the operators of the design sectors.

Materials Science ISIA-F DT1 SM20

1st year

Lecture hours 75

Credits: 6

Binding Exam

Oral exam

This course aims at introducing know-how regarding nature and chemical, physical and technological properties of the various materials in view of their use in design and in relation to the chemical and physical phenomena, to the production processes and possible applications.

Following a presentation of the fundamental basics of materials intended as a scientific study, a panorama of the materials is provided through their definition and classification. Finally the exam is taken following an investigation of the most important properties involving current uses and in the relative perspective.

The course also wants to provide knowledge of the environmental properties, as well as offering the tools for organising the relative information in reference to production processes and to the life cycle of

the products and to select organisational and technological solutions as the conditions for sustainable development.

Semiotics for design ISIA-F DQT1 SE21

1st year

Lecture hours 50

Credits: 4

Practical and/or oral exam

The subject aims to provide students with the knowledge of analytical and interpretative tools which are needed to understand the "meaning" of cultural facts belonging to the past and the present worlds, with special attention to design and project fields in their various manifestations, technical as well as aesthetic. From the methodological viewpoint, in addition to theoretical lectures the subject can provide a series of practical lectures dedicated to exercises of experimental semiotics in which students are required to deliberately change and creatively re-organize the sign structure of cultural products, especially of designs in its various manifestations (artifacts, graphic compositions, installations, etc.).

History of contemporary art ISIA-F DT2 SA24

1st and 2nd year

Lecture hours per year: 50

Credits per year: 4

Binding exam in the 2nd year

Oral exam

In considering the school's operative orientation, the Art History programme is offered as a "workshop" of ideas, which support the teaching, that then directly deal with the operative issues. The programme involves, in particular contemporary art (from the end of the nineteenth century to the modern day) and tends, above all to reflect upon the mechanisms of artistic production (techniques, materials, languages, etc.), thus helping the students to face all those issues tied to making art. The course is held with an extensive use of visual material (slides) and there is an exam at the end of the two-year study programme.

History and critique of contemporary design ISIA-F DQ3 SD2 23

3rd year

Lecture hours 50

Credits: 4

Binding exam

Oral exam

In reflecting upon the interdisciplinary nature of industrial design it is possible to find an equivalent in history as a confluence of several main historic eras, which are interconnected and aimed towards the centre of Design integration: history developed through the "form" based component of the object, with a reference to the figurative theories, and the role of the object itself as a vehicle for the communication of its own image; an advanced history dealing with the principles of technology and the production processes related to materials; a further history inherent to the context of the use of the object and to the lifestyles of the post-modern and transcultural society.

History and culture of design ISIA-F DT2 SD1 22

1st and 2nd year

Lecture hours per year: 50

Credits per year: 4

Exam in the 2nd year

Oral exam

- William Morris and Arts and Crafts
- Liberty (Art Nouveau, the Vienna Secession, Belgian and English movements, Galileo Chini's ceramics)
- The revolution of style introduced by the historic avant-garde movements
- The design of the 'Second Futurism' and the 'futurist ceramics' in Faenza
- Art Déco
- Rationalism: Adolf Loos, Peter Behrens, the Werkbund, the Bauhaus, the Ulm school
- Design in the U.S.A.: Streamlining, Furniture Design
- Design in Scandinavia
- Italian design in the fifties, with particular reference to the work of Carlo Molino
- The sixties in Italy: Rationalism and Radical Design
- The Post-modern movement and design in the eighties: the Neomercé, Alchymia and Memphis designers as well as European and American experiences
- The nineties: ecological design, design and new technologies, approaches to design and to new materials.

Tools and techniques of communication ISIA-F DT2 CV3

2nd year

Lecture hours: 50

Credits: 4

Exam combined with Illustration and with Photography and post-production presentation of projects

This course provides basic knowledge of the main graphic software programs and pays close attention to the design methodology employed for visual communication. The students learn about post-production image and layout software with the aid of computers of appropriate power.

The students develop their knowledge of lettering and character classification, as well as practical work with various types of photo touch-ups.

As far as the in-depth learning of the new communication systems is concerned, several multimedia experiences are taken into consideration for the creation of CD-ROM and Internet interfaces.

Information technology for design ISIA-F DT1 IB11

1st year

Lecture hours 38

Credits 3

Binding exam, combined with Mathematics for design

Practical test

The study of the most common operative systems, networks and applications.

Ceramics Technology ISIA-F DT2 TC27

2nd year

Lecture hours 50

Credits: 4

Binding exam combined with Metals Technology and with Polymers Technology

Oral exam

Issues relating to the relationship between technological know-how and solving design related problems. Historic details of the ceramics civilisation. The clay-water system, colloidal properties. The fluxing and defluxing of clays. Behaviour of a slip; control parameters. The plastic properties of clay bodies; the Bigot curve.

Casting methods of ceramic products.

Drying phenomenology; the drying phases of ceramic bodies.

The difference between porous and compact ceramics: basic formulae.

Phenomenon that takes place during the firing of porous ceramics: the principle final phases.

Phenomena that take place during the firing of compact ceramics.

Basic production technologies of vitreous products and of vitreous claddings.

Basic production technologies of the main families of traditional ceramic materials.

Basic experience in a technological ceramics laboratory.

Systematic description of the fundamental silicate ceramics.

Metals Technology ISIA-F DT2 TM28

2nd year

Lecture hours 50

Credits: 4

Binding exam combined with Ceramics Technology and of Polymers Technology

Oral exam

Materials and processes. Criteria of selection. The mechanical properties of metallic materials. Metals in design. Moulding through melting and casting. Casting techniques. Solidification morphologies. Microstructure of the casts.

Casting defects and solutions.

Moulding through plastic deformation: classification of the processes. Hot and cold moulding. Sheet metal moulding. Microstructure and properties of moulded products.

Moulding through material exportation. Processing with chip moulding. Cutting machines and tools: Electro-corrosion, electro-erosion through high-energy laser cutting.

Junction techniques. Mechanical assembly. Welding and brazing. Gluing with adhesives.

Surface finishing of metal products. Techniques involving the modification of the surface texture.

Protective and decorative treatments and cladding.

Polymers Technology ISIA-F DT2 TP29

2nd year

Lecture hours 50

Credits: 4

Binding exam combined with Metals Technology and with Ceramics Technology

Oral exam

The course is broken down into the following subjects:

-structure and properties of polymers:

homopolymers, copolymers; crystallisation, crystallinity; behaviour in the vitreous and rubber state, elastomers and elastomers; correlation between structural-molecular properties and physical, rheological, mechanical and applicative characteristics;

-technology:

homopolymers, copolymers, foam, elastomers, reinforced materials, technopolymers, thermosetting materials;
-recycling, recovery, reuse.

Theory of Perception ISIA-F DT1 TPR30

1st year

Lecture hours 62

Credits: 5

Oral and practical tests

What is the meaning for “seeing”?

The way we think depends on the way in which we see the surrounding world, and vice versa.

The theory of visual perception course analyses the phenomena of perception. Its objective is to provide students with the instruments necessary to acquire awareness of the mental processes which are connected to the elaboration of images. Vision is not a mechanical recording of sensory stimuli, it corresponds with a creative way of grasping reality, a mutual exchange between the object and the nature of the observer.

We will analyse the phenomena of awareness by studying visual perception with, in my opinion the fundamental text, R. Arnheim’s book “Art and Visual Perception”, which we will refer to throughout the course. Balance, composition, form, space, light, colour and movement will be the fundamental themes which we will develop in the lessons.

In order to discover which psychological principles produce in us an effect of the world, we will look at the mechanisms of vision as analysed by the psychology of perception, referring repeatedly to “Eye and Brain” by R. L. Gregory. Regarding analyses connected to aesthetics and history of art, we will follow some of E. H. Gombrich’s texts, paying particular attention to “The Sense of Order”. Next, we will analyse the guidelines of contemporary phenomenology. And then, in order to acquire a certain familiarity with artistic language, we will look at the works of ancient and modern authors, with the objective of affirming an appropriate visual culture. We will also carry out more practical research with workshop exercises designed to help our understanding of the concepts learnt at theory level. The work done will be assessed.

In addition to the notes which I will prepare and give out in every lesson, I will also provide extracts from the texts of various authors. Far from being exhaustive, the notes will be outlines to be expanded on through the reading of the texts.

The aim of the course:

-to enrich awareness of seeing!

-to eliminate the “...veil of the Maya which clouds our vision”!

CURRICULAR OPTIONAL COURSES – OUTLINE OF COURSES

PRODUCT WORKSHOP ISIA-F DT3 AP2

Automotive design

The course has as its theme the development of design projects related to the field of transportation. Students work in groups and create vehicle concepts 2/4 wheels through research, freehand drawing and realization of three-dimensional models.

Fashion

Clothing design course that, after approaching the history of fashion aspects of the XX century, develops a range of research based issues tied to the more recent sociological costume studies.

The course examines the actual roots of the behaviour involving the society's employment of well-being and its complex interactions with the third worlds that interact in the developing globalised society.

A specific section is dedicated to the executive technologies of the industry and the organisation of fashion shows, where the task is to illustrate the results of the researches even to a profane public.

Rhinoceros

the workshop's theme is the study of 3d modeling program Rhinoceros, and the deepening of parametric and polygonal modeling.

COMMUNICATION WORKSHOP ISIA-F DT3 AC1

students work in a professional way on issues of graphic design and applied research, choosing between different topics and areas of action that are made available each year.

ADDITIONAL COURSES - OUTLINE OF COURSES

Polymer Industry ISIA-F AI IP

Specific support for the Metal and Polymer Industrial Processes course, involving company visits and contributions by experts of the sector.

Community Languages ISIA-F AI LC

Italian course for incoming students.

ERASMUS Tutoring ISIA-F AI TE

Support for the educational organisation of outgoing and incoming mobile students.

SECOND LEVEL ACADEMIC DIPLOMA IN PRODUCT DESIGN AND DESIGN WITH ADVANCED MATERIALS

1st Year

Learning Activities	Field of Discipline	Scientific – disciplinary Sectors	Hours of Lectures	Hours of Theory -prac	Hours of Workshop	Private study hours	CFA – Academic Credit System	Exam	Type
Basic	Basic and Interdisciplinary Learning	Cultural Anthropology	60			140	8	E	Compulsory courses
Specific	Design	Product/communication Atelier*		75	50	75	8	E	
		Communication			100		4	E	
	Technological	Integrated Product Design		100		100	8	E	
Extra learning activities		Market Analysis and Project Management	38	37		125	8	E	
		Partial total	98	212	150	440	36	E 5	
Specific	Design	Product Design		150		150	12	E	Compulsory courses
		Product Workshop		50		50	4	E	
		Surface Design		50		50	4	E	
		Life Cycle Assessment		50		50	4	E	
		Partial total		300		300	24	E 4	
		Total	98	512	150	740	60	E 9	

1. Activation of curricular optional courses, both for product or communication, it's required to attend 80% of the lessons. courses are activated with a minimum of 6 subscribers, closing if attendance is less of five students. The didactic project is approved by the Academic board.

2nd Year

Learning Activities	Field of Discipline	Scientific – disciplinary Sectors	Hours of Theory review	Private study hours	CFA – Academic Credit System Exam	Type	
Specific	Design	Company placement (if possible)	0	0-625	0-25	Placement activities and research for a minimum of 60 credits	
		Research activity**	0-188	0-437	0-25		
		Partial total					25
		Laboratory Thesis (compulsory)	38	87			5
		Diploma Thesis	0	750		30	
		Total credits				60	
		Total credits for two-year course				120	

** Optional research groups are available

CURRICULAR OPTIONAL COURSES

Course Topic	notes	n° hours
Packaging design	2 CFA 1 st year Communication Atelier	30
Communication technologies	2 CFA 1 st year Communication Atelier	35
Audiovisual workshop	4 CFA 1 st year Communication Atelier	60
Total		125

Optional curricular courses are equivalent to the curricular ones

ADDITIONAL COURSES

Course Topic	notes	n° hours
Marketing focus	Connected to business organisation and marketing	10
Product Atelier/ Communication 2 nd year Product design etc./ Communication design (partial availability, see course outline table)*	Structured research activities, (up to 150 curricular hours equivalent to the cost of 236 additional hours, thesis preparation (necessary until the indicated total) educational projects of 1 st year individual professors	450
Product research – Thesis workshop	Thesis verifying activities	220
Total		680

Activities assisted by ERASMUS funds

Course Topic	notes	n° hours
Community languages	Italian language assistance for incoming mobile students	70
ERASMUS Tutoring		200
Total		270

The ERASMUS activities cover the needs of the students enrolled both in the three-year period than in the Master

OUTLINE OF COURSES (alphabetical order according to the original Italian version)

Market Analysis and Project Management ISIA-F DS1 AMG1

1st year

Lecture hours 75

Credits: 8

Oral exam

The aim of this course is to give a designer the skills that concur to realize the planned work; as completed a plan it is essential to take up the next step, perhaps more challenging, "how to realize the work of own talent". After learning the techniques of "memorization" in order to make efficient the studies and the job, marketing techniques applied to the planning are faced with particular reference to the strategic planning and to the "4 P" of marketing mix: *product, price, placement* and *promotion*. The course deepens the organizational principles on which it is established and developed an institution for profit, common to work institutions also of little dimension and with a big rate of creativity and innovation; they must take part on the professional background of a designer, who can work as employee or interact as a professional consultant.

Finally the mechanisms underlying the formation of the product cost are analysed: in a globalized market, more and more selective, the price is, in fact, to parity of other factors, the "competitive advantage" that may determine the manufacturability and therefore the success of the work that the talent of the designer has generated.

Cultural Anthropology ISIA-F DS1 ACU2

Two-year course Product Design, 1st year; Two-year course Communication Design, 1st year

Compulsory Course

Lecture hours: 60

Credits: 8

Oral exam

This course deals with the relationship between man, the evolution of his habitat and the relative cultural forms. In this context the relationships between different cultures in different historic eras are examined.

Contexts such as metropolitan landscapes, abandoned territories, urban related problems, employment and entertainment issues, in a perspective that form the historic context leads to the contemporary situation. Particular attention is dedicated to the "*Non-Places*" concept as formulated by Marc Augé's (*Non-Places. Introduction to an Anthropology of Supermodernity*).

The aim is that of offering a stimulating perspective to the young designer, allowing the student to confront a cultural and contemporary expressive context.

Product Atelier ISIA-F DSP1 AP

1st year

Compulsory Course, integrated with Physical modelling workshop

Lecture hours 125

Credits 8

Oral exam, presentation of projects

The problems of feasibility have disappeared, slogans concerning form and function are no longer in, terms like re-design and style provide no appeal (the old aunts of design do not approve), those standardised and impersonal "methodologies" have become obsolete, and the dichotomies between art and design...regarding what to do and what not to do no longer make sense.

A kind of evolutionism (Darwinism) of ideas makes it possible to agree that the survival of certain ideas over others is to be found in their formal evolution and adaptation of the cultural environment.

The aim is a place in the sun, guaranteed by this “emotional bread”, not given by the ideas themselves, but by who pronounces them.

It goes without saying, that if it works, it will continue to survive, but a regenerating push in the right direction is necessary. The biological factor may represent an appropriate model for the representation of the vitality of ideas and of the geometries that are self-designed as the forms of life (plants, organisms, animals, but also minerals, cities, organisations....) which represent the best of the “possible” worlds and their synthesis is nothing more than any kind of observation point.

Thus, the synthesis I the crystallisation of an event, be it slow or fast. Form is its syntax, the observation point is the filter: minimal, pop, optical, etc.

Form is the emotional content: nutrition, psychosomatic food competing with a kind of evolution of contents (obsolescence?).

Minimalist organics or organic minimalists, diamond shape, newedge or smartspline, all terms looking to find a place in the sun and that will not waste time in making their way.

A world of ideas that form inwards (that provide or get their form from) in art, technology, design, literature, music, this world is invaded by “technical” features from which the potential to achieve a transgenic semiological manipulation, which is also philological and last but not least a view of a ladder relationship: Bateson hypothesised a mind without a nervous system, but made up of relationships and of a new ecology.

This is the paradigm of the cybernetic world, of software, of the internet, of the environmental and human resources, but also of the new humanistic disciplines with a neuro-linguistic approach.

And I think that all of this has to do with those who operate in the world of ideas.

Communication Atelier Alternative

Those students of the 1st year who would like to make a further in depth study into the issues of communication may follow a parallel Atelier course regarding the issues of communication and which are subdivided into the following topics. This is in alternative to the *Product Atelier* course and it carries the same number of 10 Credits.

Communication atelier ISIA-F DSP1 C3

	CFA – Academic Credit System	Hours of Lectures	
Packaging design	2	30	Two-dimensional and three-dimensional. Packing and packaging: what is a packaging. Introduction to packaging project. An outline of history about packaging. The existential way of packaging. Social and Communicative looks. Branding and packaging. The job of packaging designers. Applied design: developing one or more subjects design.
Communication technologies	2	35	The classification of printing and the specific features; traditional printing and digital printing; colour reference standards; relationship between paper/colour/character; analysis of the print; fundamental parts of a book; layout of a print; the use of non-paper support; production quality control; the main printing systems.
Audiovisual workshop	4	60	The language of images; types, professional roles, production departments; framing as the basic unit of filming, meanings and the construction of an image, light, the camera movements; scenography, the space in which actors and actresses move, internal and external locations; sound effects; the idea, the subject; scriptwriting; the story-board, the working plan; filming; editing – techniques and use of the PREMIERE programs on a Windows platform and FINAL-CUT on a Mac platform; screening, promotion and distribution.
Total	8	125	

Research activity ISIA-F DSP2 AP4

2nd year

Activities alternating partially or totally with the company placement.

Lecture hours from 0 to 188

Credits from 0 to 25, awarded in a proportional manner

Design and laboratory activities dealing with emerging issues in product design chosen according to the opportunities offered by the teaching staff.

The course includes a free attendance 60 hour module called *Creative thinking and product innovation course* (directed towards research and work transition).

The aim of the Atelier course is to carry out research for the preparation of the final diploma thesis.

Communication ISIA-F DSP1 C5

1st year

Compulsory Course

Lecture hours: 100

Credits: 4

Oral exam, presentation of projects

This course aims at providing a continuation and detailed study of the *Communication Design* course (ISIA-F DT3 DC5). Complex practical tasks are offered as well as professional based simulations, in addition issues involving contemporary communication are developed with the aim of integrating the know-how acquired in two years of specialisation during which the main attention is aimed at product design.

The course is sub-divided into three parallel aims: monographic lectures regarding key-topics of the discipline; *technical* lessons on the professional methods for creating communicative products; practical tasks and group discussions regarding research topics put forward by the lecturer.

The main topics dealt with are:

Editorial graphics

Company communication

Advertising communication

Social utility communication

Multi-media design and web design

The latest trends in communication design

Surface Design ISIA-F DSP1 DS6

1st year

Lecture hours 50

Credits: 4

Oral exam, presentation of projects

During the career of the designer the problem of combining design with interior decoration may need to be faced. Over the history of objects, and also in the Ceramics Industry sector, this issue is usual in that whilst the forms are renewed on a less regular basis, the surface, the so-called skin of the object is changed more often.

Therefore the designer is involved in creating those surface-cladding aspects, which, according to the culture of that precise time in history, are expressed in a more marked decorative way even with simple surface treatments, creating a kind of non-decoration solution. At times then, the pure functionality of the objects is added or even replaces a mere decorative function.

The course aims at providing the tools for analysing and understanding the quality of a decoration applied to an object by means of the theoretic awareness of the processes and the experimentation of

direct decorative design. The course wants the students to acquire those skills necessary for recognising a real decorative process, to assess its features, eventual production difficulties, costs, to define the design constants and variables; in addition it aims at teaching a methodology for creating polychrome patterns for artistic industrial use or of small-scale serial production.

At the end of the course assessment is based upon a recognised competence of defining the decorative factor of a product, through the attribution of quality based values, complexities, innovation and economics; the personal aesthetic research shall also be examined, as well as the design activities with reference to the pictorial and compositional tools employed.

Product Design ISIA-F DSP1 DP7

1st year

Lecture hours 150

Credits: 12

Oral exam, presentation of projects

The project design is currently experiencing the complexity of our society between continuous demands for news coming from the increasingly saturated markets, technological innovations that change our behavior and the globalization that exacerbates the concept of seriality (global brand) but also feeds the desire for diversity and uniqueness, self brand and mass entrepreneurship.

If this is the scenery, the objective of the course is to rethink the features and the profiles of the things and spaces that surround us through a project carrier of thought and quality, able to transform ideas into aesthetic experiences.

A project aware and open to an evolved living that focuses on research the man with his needs, his dreams and his future.

Physical modelling workshop: integrated with the Product Atelier and Product Design courses; see the section First level Academic Diploma/Outline of courses.

Product Workshop ISIA-F DSP1 LP8

1st year;

Compulsory Course

Lecture hours: 50

Credits: 4

Oral exam, presentation of projects

These activities are integrated with the Product Design course, see the relative outline for programme details; a physical assessment of the project and the realisation of models and eventual prototypes represent the tools for assessment.

Thesis Workshop ISIA-F DSP2 LT9

2nd year

Compulsory

Hours of participation: 62

Credits: 5

Interview and assessment on behalf of the Thesis Workshop Commission

Assistance and guidance for students who are involved in research for their respective thesis projects. This workshop can boast of collective and individual revision activities mainly carried out at the Institution.

Integrated Product Design ISIA-F DSP1 PIP10

1st year

Lecture hours 100

Credits: 8

Oral exam

Design and the product

Aim of the design. Systematic design. The basics of engineering systems. The design process. Design in the total quality context. Product responsibility. Patents and safeguarding the invention. Company organisation.

An outline of structure modelling

Speed and acceleration. Force. Work and power. Rigid body motion. Degree of freedom of body. Friction. Stress in body. Tension and deformations. Material models. Building regulations. Elastic materials. Modelling waste materials. Fragile material and ductile material. Thermal effects. Resistance of materials. Analysis of stress. Experimental analysis of the tensions. Numerical analysis of the tensions and deformations.

Structural attachments

Glues and adhesives. Dimensioning glued joints. Classification of adhesives. Attachments with nails and rivets. Attachments with threaded elements. Welding.

General design criteria

Structural design. Principles of structural design. Design in particular environmental conditions. Design according to unification and standardisation. Design for production. Design in assembly. Preventing malfunctioning. Development of dimensional series and modular products. Product reliability and maintenance.

Company experiences (Case studies)

The design of thermo-plastic components. Choosing finishing and connecting elements. (Together with technicians of the industry)

Machine safety

Machine Regulations. Application Questionnaire in relation to the Regulations. Market launch and installation. Free circulation of the products in the Economic Community. The manufacturers' obligations. Risk analysis.

Green Design.

The exam consists in a written exam and in the presentation of the design of a product with relative engineering of the most important components. The lecturer provides handouts relating to the lessons.

Company Placement ISIA-F DSP2 SA11

2nd year

Activities alternating partially or totally with the Product Atelier Course, 2nd year

Hours: up to a maximum of 625

Credits: up to a maximum of 25, awarded in a proportional manner.

Combined assessment by the thesis Advisor and the Company Tutor

Active presence in a company context with the aim of carrying out research for the thesis.

Assessment of the Life Cycle ISIA-F DSP1 VCV12

1st year;

Compulsory Course

Lecture hours: 50

Credits: 4

Oral exam

The methodology for assessing the life cycle of industrial products (LCS – Life Cycle Assessment) makes it possible to quantify the environmental impact of the entire life of a product and in this way backs the integration of the environmental aspect during the design phases.

The course provides an introduction to applicative cases applied to the methodology and involves the use of calculation systems that allow for the modelling and engineering of the life cycle of the products and back the phases of an LCA study: the definition of the product systems; the collection and processing of the consumption data and the emissions of the industrial processes; the assessment of the environmental impacts and the interpretation of the results for the definition of research solutions for a better ecological quality.

During the course the students assess an industrial product with the backup of software systems and databanks available at the ISIA Institute.

A *Green Design* module is also included in the course; it is structured year by year by the lecturer according to set methods.

RESEARCH ACTIVITIES

With the introduction of the 508/99 law the research and production activities have finally been recognised as being amongst the aims of the Art and Music Higher Education Institutions. Various ways of organising research have developed over the last few years, and they are as follows:

Research in the ordinary courses

In order to choose a company responding to requirements involving correctness and openness towards innovation, agreements are made with the staff regarding some of the strategic research strategies of interest to the company that are then presented to students in an ordinary course. The results are assessed by a group made up of components from the teaching staff and from the company involved. Special agreements are made in advance and they control the economic funding provided in favour of the institution and the use of the products generated.

Formation of research groups

The ISIA encourages the formation of research groups made up of lecturers of the ordinary courses, of external experts and students carrying out their thesis research. The groups are funded by the Institution according specific contracts and by partner institutes and companies on the basis of conventional agreements. Following the production of projects of relevant industrial interest, ISIA's Governing Body permits the members of the research group to take advantage from the usage rights of the resulting works.

In the year 2014-15 was carried out research on the following topics:

- The design of typography in everyday life
- Integrated product development
- Language of photography and visual communication
- Generative Design

Individual thesis research

Individual research carried out by the student to realize the final diploma thesis and encouraged by the ISIA, that offers the use of the laboratories and the help of the teaching staff. If the Institution also provides the materials for the production of the models and prototypes, it will reserve the ownership rights of the resulting objects. The ownership of the ideas and of the creative works are in any case recognised as belonging to the student.

Workshop held in the academic year 2014/15 – 2° year II level

- Calligraphy workshop

Workshop held by prof. Monica Dengo.

MOBILITY AND INTERNATIONAL COLLABORATIONS

I.S.I.A. offers the following Erasmus activity:

OS	mobility support
STA - STT	professors/staff mobility
SMS	students mobility for study
SMP-	students mobility for traineeship

In the context of the ERASMUS+ Programme students are offered the opportunity of studying at European Institutions involved in the design field for a period ranging from 3 to 9 months:

- Budapest Polytechnic – Budapest (HU)
- Academy of Art and Design in Wroclaw – Wroclaw (PL)
- Budapest University of Technology and Economics – Budapest (HU)
- École Nationale Supérieure d'Art - Nancy (F)
- École Supérieure d'Art et de Design – Reims (F)
- Escuela de Arte y Superior de Diseño – La Rioja (E)
- Escuela Superior de Cerámica – Manises (E)
- Escuela Superior de Cerámica de l'Alcora – Alcora (E)
- Fachhochschule Düsseldorf - University of Applied Sciences – Düsseldorf (D)
- Hochschule Augsburg – Augsburg University of Applied Sciences – Augsburg (D)
- Hochschule für Kunst und Design Burg Giebichenstein – Halle (D)
- Kuopio Academy of Design (FIN)
- Maltepe University – Istanbul (TR)
- Moholy-Nagy University of Art and Design – Budapest (HU)
- National Academy of Arts – Sofia (BG)
- National College of Art and Design – Dublino (IRL)
- Universidade Católica Portuguesa – Escolas das Artes Som e Imagem – Porto (P)
- Universidad Cardenal Herrera - Valencia (E)
- Art and Design High School Pablo Picasso – A Coruña (E)
- Escuela de Arte y Superior de Diseño – Gran Canaria (E)

The outgoing ISIA students taking part in the mobility abroad receive 80% of the funding in advance from the ERASMUS scholarship when they leave and the remaining 20% once they present their final report on the experience. Once application has been made to the ISIA and up to the time of departure an intensive communication exchange is held between the ISIA offices and the partner institution, with the aim of defining the activities the student is to carry out and which recognitions the mobile students may be granted. In addition the offices cooperate to guarantee the student accommodation and to introduce him or her in a complete manner into the host learning community.

During the period of mobility the partner Institution may modify the study programme in part, in agreement with the home school.

TEACHING FACILITIES AND SERVICES

The students can take advantage of:

- the learning network: the lecture rooms are equipped with PC and Macintosh workstations, which are complete with application software and Internet connection;
- laboratories equipped for research and practical work on projects;

- library and specialised magazine and publications collection, reading and consulting room; the library can boast of volumes, periodicals and magazines involving various areas of interest (general knowledge, human and economic sciences, technology, art, design etc);
- e-mail facilities: as soon as students enrol in their first year they are provided with an e-mail address and they have free access to the Internet facilities;
- scholarships and credit facilities: in addition to scholarships of varying amounts, reserved to students of merit with certain requirements, the Institution also offers particular assistance to those who wish to take advantage of mobility abroad.

THE INSTITUE IS CURRENTLY UNDERGOING RESTRUCTURING AND UPGRADING WORK IN ORDER TO RENDER THE HISTORIC BUILDING PALAZZO MAZZOLANI, WHERE THE ISIA IS LOCATED, SAFER AND MORE ATTRACTIVE. THE INSTITUE APOLOGISES FOR THE INEVITABLE INCONVENIENCES THE USERS ARE SUBJECTED TO.

EMPLOYMENT POTENTIAL

The qualifications of ISIA graduates are in great demand, be it in the Research and Development areas, as well as free-lance operators or, in other cases as leaders of working groups or training staff. Over the past 10 years the percentage of graduates who gain employment has never been lower than 75%.

THE DYNAMICS OF THE STUDY PROGRAMMES

A peculiar feature of this School is that of constantly adjusting, year after year, the distribution of the topics that are included in the Study Programme and the way the courses are organised, basing each successive adjustment on the data resulting from the annual employment survey.

Such dynamic, evolving constants mean that the Institution remains up-to-date with the ongoing transformations, which affect the industrial product.

SCHOOL LIFE

The academic year begins the 1st November and ends the 31st October of the following year. Lectures begin at the end of October and end at the end of May.

There are three holiday breaks during the academic year, corresponding to the Christmas holidays (two weeks), the Easter holidays (one week) and the Summer holidays (the months of July and August).

In addition to following the courses of the Study Programme subjects, students may vary their study and research, by opting for other optional courses.

Various learning systems are adopted: lectures in lecture rooms, guided or free laboratory work, seminars, workshops, discussion groups regarding concrete issues, guided visits, placements in company contexts, experiment and research activities.

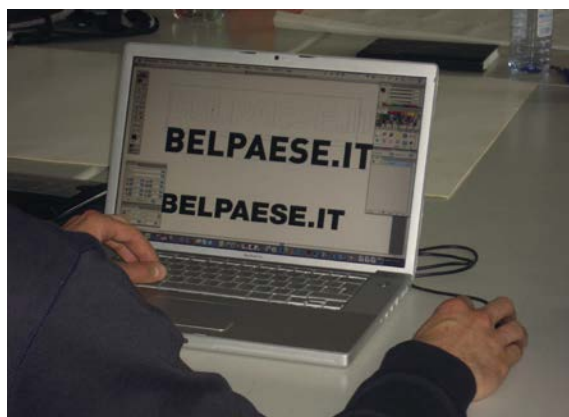
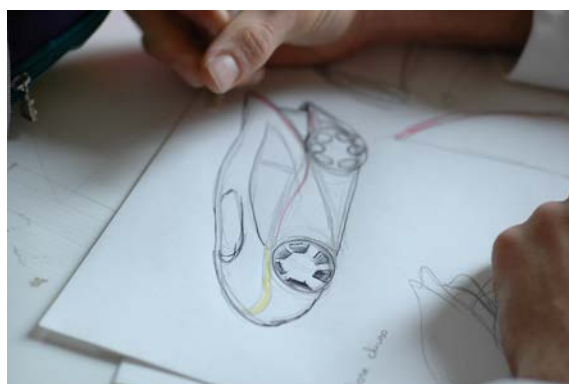
QUALITY RELATIONSHIPS WITH THE LECTURERS

The lecturer-student ratio is never less than 1 lecturer for every 30 students. This positive condition makes life at the ISIA very similar to that of a College, where the lecturer personally knows each student enrolled in his or her course and, in the case of technical-design based subjects, the lecturers can follow each project on an individual basis.

LECTURING STAFF ACTIVITIES

The lecturing staff activities represent an important part of the lecturers' tasks. These activities are generally carried out in September and October through the Lecturers' Board and meetings where the objective is to decide upon the learning strategies and to plan the courses. Other meetings are held during the academic year in order to assess the results and to make adjustments to the Study Programme.

PHOTO GALLERY



AWARDS

Gerflor International Design Award 2015: third prize for Letizia Ciarcià, ISIA student enrolled in two-year degree.

Claudio Abbado Award – may 2015

Gioia Fantozzi wins first prize of the competition sponsored by the Ministry.

“Scenari di Innovazione” (scenarios of innovation) – ARTEX Firenze 2014

Miriam Gardelli wins first prize. Third prize to student Filippo Agosteo.

National Arts Award 2013 – design section

Reush Race – SUPERTEC project of the student Antonio Corapi wins the mention and the prize of the Foundation “Caffè d’Ascanio”.

“Beautiful Ideas” award– CERSAIE 2012

First prize to student Luigi Capraro.

“Io Riuso” award RIKEA in my city – 2012

First prize to student Julia Brandenburg, during her ERASMUS mobility from Moholy Nagy University of Art and Design in Budapest.

Honourable award for students Beatrice Bassi, Rubens Convertino, Costantino Montanari, Luca Ucciero, Caterina Vecchi, and Marta Violetta.

“Scenari di Innovazione” (scenarios of innovation) ARTEX Firenze 2012

Lorenzo Bassi wins first prize and Michela Piancastelli wins the third prize.

Lucky Strike designer award - 2012

Honourable award to student Mariangela d’Este.

“Talent for Tiles” – Cooperativa Ceramica di Imola 2011

Students Caterina Benini and Giacomo Lipari win second prize for their project “VELVETILE”.

“Scenari di Innovazione” (scenarios of innovation) – ARTEX Firenze 2011

Marika Mazzesi wins first prize.

“Active Design” - 2010

Silvia Valpiani wins the international prize for the project “Health is playing”

“Scenari di Innovazione” (scenarios of innovation) – ARTEX Firenze 2010

First prize to student Martina Tiradossi for her project “AMATEC” – Second prize to Martina Frascari for “RECYCLED CARPET”

Beautiful Ideas award – Cersaie 2010

Honourable award for student Gabriele Berto’s project.

“Winners” contest, CEU Cardinal Herrera University – Ascension Latorre / PAU company (Valenza, Spain) 2009

“Flofà” an armchair project by Cristina Gorzanelli, wins first prize and started production.

Laura Conti Ecology Prize – Langer Institute (Mestre) 2009

The thesis “The Biopolymers as a sustainable alternative material” by the student Deborah Sanna won the first prize.

National Arts Award 2008

ELLE e BOLLE project of the student Claudia Gallo wins the 1st prize for the Design section.

National Arts Award 2006

GRUCCIOLA project of the student Vincenzo Battaglia wins the 1st prize for the Design section.

ISIA students who took part in the Salone Satellite Exhibition 2005

The group from the Dorothy Gray Design Studio received the *Special Mention Audience*, 1st Prize from the Public.

Students: Simone Cannolicchio, Giovanni Del Vecchio, Matteo Manenti, Matteo Pini, Federico Santolini.

Esaedro 2004 Design Competition

Stefano Camilli *G-uscio*, 1st Prize in the Conglomerates Section;
Erez Yerushalmi *Insideout*, 2nd Prize
Erica Masini *Whim*, 3rd Prize

Giulia Ancarani *Minor Stress*, 1st Prize in the Sprayed Polyurethane Section

Bombay Sapphire Martini Art Student Collection 2003

Finalists:

Silvia Cogo “Martino – Mr. Sapphire”

Elena Freddi “GeKko”

Giuditta Matteucci “GinSkin”

Esaedro 2003 Design Competition

Silvia Cogo, “Cercare e mai finire di trovare” 1st place in the Concept section

Company Research Activity INDA 2003

1st place for the Project by Elena Freddi, “percorso sensoriale nel bagno”

“Donna per le Donne” Competition – Fratelli Guzzini 2003

Silvia Cogo “InGo”, rubber fruit bowl, amongst the top 10 ex aequo winners.

MACEF 2002 Design Award – Milan, Italy

Awards of Merit to: Enrico Baldoni, Gionata Lorenzi, Anna Bardovagni, Elena Boarini, Dania Cevenini, Silvia Cogo, Claudia Masioli, Federica Zabarri, Donatella Savoia, Nathalie Kehri.

Company Research Activity CEFLA 2002– Imola, Italy

1st place for the Project by Silvia Cogo “FUN Trolley (adios wastepaper basket)”

Participation at the 2002 Salone Satellite Exhibition – Milan, Italy

Stand designed by the students.

Plaque awarded by the ADI Foundation to Young Designers 2001 – Milan, Italy

Milena Cipressi “Codice Sauro”, reading device for the disabled,

Michele Manzi “Laser pointer for environmental control”

Works mentioned for their merit

International Cutlery Design Competition – Maniago (Pordenone), Italy

Works mentioned for their merit :Valentina Cabri “Sanpey”, Valeria Miglioli “Wicked”

YOUNG & DESIGN Competition 2001

Michele Angelini “Poltrona Komodo”, Milan, Third Prize

SMAU INDUSTRIAL DESIGN AWARD 33rd Edition – Milan, Italy

Michele Manzi “Laser pointer for environmental control” Connetto Plaque
Second Place

International “PIANI FANTASTICI” – Design Competition 2000

Organised by “MODO” and by the “SAVIOLA” group - Milan

Nataschia Bazzani, “Patch Wood”, 2nd Prize Category A “Nuovi Decori”

TOUBISM Competition 1999 Edition, France

Federica Regnicol, multiple seating for public areas “Cerise”, 2nd prize
Community Section

EASY COOKER Competition 1999 Pesaro, Italy

Michele Angelini, “ELFO”, special award from the Jury

IV International COSMOPACK Competition 1998

Victor Zanotti, *The Glass Section: “Acido”, Perfume Bottle*, Third Prize

EASY COOKER Competition 1997 Pesaro, Italy

Stefano Caggiano “Lisca”, 3rd prize ex aequo

GREGGIO “Giovani designer interpretano l’Argento” – Young Designers Interpret Silver Competition 1996:

Cristina Ciani and Victor Zanotti, 2nd prize ex aequo;

Marco Fuligni, Elisa Moretti and Giulia Meloncelli, projects awarded a mention of merit

EIMU Office Design Competition 1996:

Fiorenza Garelli and Annalisa Zardi, projects awarded a mention of merit for the exhibition

IKEA Competition 1996 :

Serenella Guerra, 2nd prize ex aequo

"KOIZUMI LIGHT COMPETITION", Osaka, 1996:
Sandra Setti, "Follow Light" lamp, admitted to the final selection

"GIOVANE DESIGN ITALIANO PER IKEA" Young Italian Designer for Ikea, Milan, Italy, 1996
2nd prize ex aequo: Serenella Maria Guerra, "Night and day" table lamp
Selected for merit: Letizia Mammì, "Armonia" coat stand

4th International "SPAZIO DESIGN" Competition, 1st Prize
Organised by Spazio Casa, Gioia Casa and Poltrading with the Patronage of the ADI Foundation and of the ICSID, Milan, Italy, 1995

"HABITAT FRANCE" Competition
"Il mondo dei bambini dai 4 agli 8 anni" – The World of children from 4 to 8 years old
A mention of merit to "TRAVAILLER", Paris, 1994.

International "COSMOPACK" Award
Design competition for the packaging of cosmetics promoted by UNIPRO with the Patronage of the ADI Foundation.
Project selected for the exhibition "IDEE COSMOPACK" on occasion of the XXVII COSMOPACK Exhibition, Bologna, Italy, 1994

"LA RITUALITÀ' IN TAVOLA" – Table Rituals Competition
Organised by the Study and Research Centre S. Zani. 3rd Prize, Milan, Italy, 1994 (student Riccardo Briganti)

"ABITARE OGGI" Exhibition
Faenza, Italy, 1994

"DEL PROGETTO" Educational Design Exhibition
Organised by the ISIA Institute and held at Palazzo Milzetti, Faenza, Italy, 1993

2nd European MOULINEX Competition
ADMISSION to the final section and Special Mention for the design of small home appliances, Milan, Italy, 1993

Present at the "ARTE FIERA" exhibition with an ISIA stand
Bologna, Italy, at the ARTE FIERA exhibitions of 1988/89/90/91/92/96

THE ITALIAN ART OF LIVING
The Designer's Room - Discovery of Italy
New York, 1992

"LA PORCELLANA, I GIOVANI E LA SCUOLA" – Porcelain, the young and the school Competition
Two projects awarded in the "Flower Vase" section, Sesto Fiorentino, Italy, 1992

Breia International Centre
Presentation of the collection of objects created during the seminar "ARTIGIANATO E PROGETTO"- CRAFTS AND DESIGN with Ugo La Pietra, Milan, Italy, 1991

Young designers SHOW "PROFORME" & "PROFORME 2"
Modena, Italy 1991/92

CERSAIE – presence at the event "NUOVO BAGNO"
Promoted by Arredo Bagno with models of sanitaryware in 1:1 scale – Bologna, Italy, 1992

ABITARE IL TEMPO Exhibition - "RIEDIZIONI" – Verona, Italy, 1992
Presentation of objects created by the companies: Morelato, Le Luci, Alessi etc.

ABITARE IL TEMPO Exhibition - "RISCOVERTA DEL MITO" – Verona, Italy, 1991

"Student STARPACK AWARD" 1987
Organised by the "The Institute of packaging" – Certificate of Merit for a perfume packaging project. London, U.K, 1987

Large Scale Production by RICHARD GINORI of objects designed for the competition "La porcellana, i giovani e la scuola"- Porcelain, the young and the school. Sesto Fiorentino, Italy, 1988

Presence in Moscow at the exhibition "Italia 2000" Design Section 1989

"La porcellana, i giovani e la scuola" – Porcelain, the young and the school Competition
1st Prize for 3 projects, 1990

Project Seminar "ARTIGIANATO E PROGETTO" – Crafts and design
with Ugo La Pietra and Cristiano Toraldo di Francia with involvement of artisan products, Comitato Regione Emilia Romagna Artigianato Artistico Tradizionale – Emilia Romagna Committee for Traditional Artistic Crafts, 1990

INDUSTRIAL PARTNERS

The ISIA institute has collaborated with:

ALESSI Crusinallo Olona,
ALFA ROMEO Arese,
ALPI Modigliana,
CEFLA Imola,
COOPERATIVA CERAMICA IMOLA,
COTTO VENETO Treviso,
EGO PROJECT Forlì,
DEROMA Schio,
ELASTRADE Pratola Peligna (AQ),
EMMESSE Pesaro,
FIAT AUTO Turin,
FUJITSU Japan,
GAMMA DUE Sassuolo,
GIGACER Faenza,
GIOSTYLE Bergamo,
GREGGIO ARGENTERIE Padua,
iGUZZINI Recanati,
IACUZZI EUROPE Valvasone,
ILPO Osteria Grande – Ozzano Emilia,
MANDARINA DUCK Bologna,
METALPLAST Faenza,

MIC – MUSEO INTERN. CERAMICHE Faenza
PININFARINA Turin,
REUSCH INTERNATIONAL SRL Bolzano
RICHARD GINORI Sesto Fiorentino,
ROMEO GIGLI Milan,
SDT Cesena,
SG MARKETING Bologna
SIC COMPOSITI Ferrara,
STUDIO VALENTINI PROGETTAZIONE D'INTERNI Forlì,
TECNOGYM Gambettola,
TLF Corsalone,
TOGNANA Treviso,
TONINO LAMBORGHINI Funo (BO),
TRIAL Forlì,
WALLY LIGHT Forlì,
WEGAPLAST Toscanella di Dozza,
3B Treviso.

PRACTICAL INFORMATION

THE ISIA INSTITUTE SECRETERY'S OFFICE AND MAIN LECTURE ROOMS

C.so Mazzini 93 - Faenza

Tel. +39 0546 222 93, +39 0546 68 64 90, Fax +39 0546 66 51 36

E-mail: info@isiafaenza.it

Website: www.isiafaenza.it

Secretary's office opening hours: 11.00-1.00 pm from Monday to Friday; Saturday closed.

HOW TO GET TO THE ISIA INSTITUTE

Thanks to its geographic location Faenza can be easily reached by various means of public transport: by train (Bologna-Ancona line), about 50 minutes from Bologna or from Rimini, or by car by the A14 motorway or by the secondary road (Via Emilia). The closest airports are located in Bologna, Forlì and Rimini Miramare.

The ISIA Institute is a 10 minute walk from the Railway Station, otherwise it is possible to take a public bus. The city's public transport system is managed by the A.T.M. Consortium. Bus tickets can be found at newsagents and tobacconists and must be purchased before getting on the bus. Once on the bus the ticket must be convalidated in the special machine.

Taxi Ranks: Piazza della Libertà (Main Square – City Centre) tel. +39 0546/21422, Piazzale Stazione (Railway Station) tel. +39 0546/22502.

Faenza can be crossed on foot in less than half an hour.

Coach Station: V.le Ceramiche 11/1 - tel. +39 0546 69 99 11.

Railway Station

Information concerning all railway connections may be obtained from the Information Desk at the Railway Station, p.le C.Battisti 7, Ticket Office opening hours: 8.00 am –12.00 pm / 2.00 pm – 5.00 pm), Website www.trenitalia.com, Toll Free number 892021.

ACCOMODATION – COST OF LIVING

The ISIA Institute does not offer accommodation facilities, but can provide useful information for finding a room in a flat or with a host family.

Usually students find accommodation sharing a rented flat offered on the private market. This solution may cost from €150.00 to €300.00 a month excluding heating, electricity expenses etc. Generally it is possible to satisfy accommodation needs within the bounds of the historic centre or no further than 1 km from the institute.

The cost of living is similar to that of other small European cities. Once the student has found a solution to accommodation needs, at least €200.00 will be necessary per month to satisfy food and extra expenses and to live in an acceptable manner.

The shop opening hours differ and generally they are closed on Thursday afternoons. On Tuesday, Thursday and Saturday mornings there is an open-air market in the city centre where it is possible to purchase various products at convenient prices.

BANKING AND POSTAL FACILITIES

Italy is in the Euro area. Foreign Students who live in non-Euro countries are advised to change part of their money into Euros before coming to Italy. In any case, it is possible to exchange currency at Italian banks or at the Post Office.

(Faenza Post Office, via Naviglio 16).

Banks are open every day from Monday to Friday from 8.30 am to 1.20 pm and from 2.45 pm to 3.45 pm (opening hours may change slightly from bank to bank). Cash may be withdrawn from the Cash Points known as "Bancomat" and which are located all over the territory.

IN CASE OF AN EMERGENCY

For urgent medical assistance during the night (from 8.00 pm to 8.00 am) and on Sundays, Public Holidays and on the Eve of Public holidays (from 2.00 pm Saturday to 8.00 am Monday) an on-call medical service is available – the Guardia Medica (Toll Free number 800-244244). The Municipal Chemist's (Branch no. 2) offers a 24 hour service (v.le Marconi 183 - tel. +39 0546/29816); the night opening hours of the city's other chemists' are displayed in the relative front windows.

In the case of unforeseen emergencies, illnesses or accidents that cannot be treated at home it is advised to go directly to the Emergency Room/Out Patients of the City Hospital (v.le Stradone 19 - tel. +39 0546 601490); the same service can be reached through the Toll Free emergency number 118.

USEFUL NUMBERS

Health Emergencies 118

Public Emergency Service 113

Military Police Force – Emergency Services 112

Fire Brigade – Emergency Calls 115

Breakdown Service 116

Local Police – Emergency Services +39 0546/691400

State Police +39 0546/697911

Highway Patrol +39 0546/699911

Railway Police +39 0546/28318

MAKING THE MOST OF THE CITY AND OF THE SURROUNDING TERRITORY

The city of Faenza can boast of an interesting cultural life, thanks to the presence of institutions that organise performances, shows, conferences, concerts and events of various kinds. The centuries long ceramics tradition has made Faenza famous on an international level. In fact the International Ceramics Museum is an important centre of reference for this art and the Ceramics Body often organises interesting initiatives.

The most important event is the International Competition of Ceramic Art that is held every two years from June to October.

A must for discovering the city is a visit to the Cathedral, the main square the "Piazza del Popolo" and Palazzo Milzetti where it is possible to admire important architecture of the neo-classical period.

There are also various historic events that cannot be missed, including the Palio del Niballo horse race. What is more free time can be spent at the cinema, theatre, restaurants, sporting facilities etc.

Not to miss are the areas surrounding Faenza where it is possible to appreciate the artistic and historic patrimony of the city of Ravenna, or take trips to the nearby hills which are rich in natural and scenic beauty, finally it is possible to visit the seaside towns on the Adriatic coast, which are just 30-40 km from Faenza.

The climate in Faenza is temperate. The winter is usually wet, with possible snowfalls, whilst spring is warm and pleasant. The hottest months are June, July and August.

Information regarding various services and facilities, including free-time, health, sport and entertainment may be obtained from:

Tourist Information Office – Voltone Molinella 2 - tel. +39 0546 25 231, e-mail info@prolocofaenza.it.

Informagiovani - Information for Young people - via San Giovanni Bosco 1 - tel. +39 0546 69 18 78 informagiovani@comune.faenza.ra.it

USEFUL ADDRESSES

Biblioteca Comunale – Local Municipal Library - via Manfredi 14 - tel. +39 0546 21 541

Museo Internazionale delle Ceramiche – International Ceramics Museum- v.le Baccarini 19 - tel. +39 0546 69 7311 www.micfaenza.org

Palazzo Milzetti - Museo età neoclassica – Neo-classical Museum, via Tonducci 15 - tel. +39 0546 26 493

Natural Science Museum, via Medaglie d'Oro, 51 - tel. +39 0546 66 24 25

Exhibition Centre, C.so Mazzini 92 - tel. +39 0546 20 207, +39 0546 21 145

Teatro Masini – Theatre, P.za Nenni 3, tel. +39 0546 21 306

Palazzo dello sport "D. Bubani" Sports Centre - tel. +39 0546 62 2091
Palazzo dello sport "V. Cattani" – Sports Centre - tel. +39 0546/623165
Piscina Comunale – Local Municipal Swimming Pool tel. +39 0546/621012

PROCEDURES FOR FOREIGN STUDENTS TAKING PART IN THE EXCHANGE PROGRAMMES SOCRATES-ERASMUS

ADMISSIONS OF CANDIDATES

Students must apply to their home Institute respecting the methods and the times indicated, bearing in mind that the Academic Year at the ISIA Institute begins 1st November.

When leaving students must be in possession of:

- Passport or identity card valid for expatriation;
- Appropriately filled out health assistance form (otherwise receipt from the insurance policy for medical treatment and hospital admission).

FORMALITIES UPON ARRIVAL

Once in Italy students must:

- Confirm their arrival at the Secretary's Office of the ISIA Institute;
- Confirm health assistance coverage at the AUSL Local Health Authority (see below).
- Obtain permission to stay for study purposes (applies only to non-European Union citizens) from the Commissariato di Polizia – Police Station, via Manzoni 11, I-48018 Faenza, tel. +39 0546 697 911.

HEALTH ASSISTANCE AND INSURANCE

Health assistance in Italy is guaranteed by the current Community regulations. European Union citizens residing temporarily in Italy have the right to receive the services of the Italian National Health System, as long as they are in possession of a health card or of the relative certificate issued in their home country. This document must be presented to the AUSL Local Health Office (via Zaccagnini 22, I-48018 Faenza, tel. +39 0546 602 550, +39 0546 601 450), which will then start up the procedures for providing free medical and hospital services. Non-European Union citizens, on the other hand, will have to obtain a health insurance policy upon their arrival, if the country of origin has not made any agreements with Italy.

The ISIA Institute will provide all ERASMUS mobile students with a policy that will insure them against risks and accidents during their study period at the institution.

MOBILE STUDENTS STUDY PROGRAMME

The students will have to specify the courses they want to attend and the relative exam they intend to sit for. It is not necessary that all the courses followed correspond to the year of study to which the students themselves have been admitted. Before leaving for Italy, students are advised to procure all the documents necessary for providing details regarding their curriculum and to facilitate the organisation of the relative study programme.

Following several interviews a number of Tutors are nominated to whom each student shall refer during their stay at the institution.

As all the courses are held in Italian the foreign students will need to know the language to an adequate extent. If necessary they may attend Italian courses that the ISIA organises within the institution.

Halfway during their stay, each student must sit for an exam that aims at assessing their progress and, if necessary modify their study programme slightly.

At the end of their stay each student must sit for an exam for all the courses undertaken and is issued a certificate stating all of the exams taken, the relative Credits obtained and the marks awarded.

ADMISSION AND ENROLMENT OF STUDENTS AT THE ISIA INSTITUTE OF FAENZA

Pre-enrolment: send an e-mail with all personal details and the relative course one intends to apply to: segreteria.didattica@isiafaenza.it

Enrolment: follow the instructions at the website www.isiafaenza.it

The admission exam to the three-year course consists in a written exam. The candidates who reach a pre-set total by adding the mark of the first exam and the mark relative to the qualifications are admitted up to a maximum number stated each year by the Academic Council.

Admission to the two-year courses does not require special exams if the students are in possession of a First Level Academic Diploma acquired at the ISIA Institute itself. Other candidates are required to present a First Level Academic Diploma similar to the ISIA Institute's qualification, as well as have an interview and present a personal portfolio; any other academic Credits are also assessed.

ADMISSION EXAMS

Italian students

Italian citizens in possession of any leaving certificate following five years of secondary school studies, or of the integrative course successive to the Artistic or Teaching Final Diploma can take part in the admission exam for the First Level Course. Candidates must send an application (forms available at the website www.isiafaenza.it) together with a copy of their qualifications, to the secretary of the Institute by the final date that is set annually. The receipt of the payment of the exam fee must also be enclosed with the application (instructions on the website).

Students with a First Level ISIA diploma or similar may be admitted to sit for the Second Level courses entrance exam.

Foreign Students

To be able to sit for the admission exams, non-European Union students must apply through Italian Embassies or Consulates located in their home country. These institutes shall transmit the necessary documents in their original form with an enclosed legal translation; they shall also issue a certificate stating the equivalence of the student's qualifications to the corresponding Italian diploma.

European Community students can send their application directly to the Secretary's Office of the ISIA Institute.

Foreign students are not required to pay the fee charged for the admission exam.

ENROLMENT

The candidates who are admitted must apply for enrolment (forms may be obtained from the secretary's office), enclosing the following:

- Duty Stamps (instructions from the Secretary);
- Copy of qualifications with a declaration on behalf of the student stating that it is a document, which is the same as the original;
- Photocopy of Identity Card;
- Photocopy of tax code card (only for countries where it is adopted);
- 3 passport photos (one to be glued onto the application form);
- Receipts of payment of the enrolment and attendance fees (available from the Secretary's Office, foreign students do not pay these fees);
- receipt of the annual insurance policy payment and of the contribution supporting the Institute funding (forms available from the Secretary's office).

Any further information which is not explained in this document can be found within our Institute regulations, on our website www.isiafaenza.it.

WELCOME TO ISIA