

Bachelor in Design / Transversal Electives

Spring 2023



Credits: 3
Sessions: 15
Student limit: 15
Professor: Gianluca Pugliese

Digital Handcraft

The Digital Hand Craft course aims to combine the artisan tradition with the latest digital manufacturing technologies. 3D printing and digital fabrication will be the manufacturing method of the future on an industrial scale, but surely the new crafts and art will take advantage of these technologies!

The course will be divided into two parts, the first part is linked to the drawing. 3D modelling techniques will be explored through organic design software but also new VR modelling tools will be tested with Oculus Quest Technology.

The second part will be more practical, clay 3D printing and laser cutting for wood and leather will be used to create objects of the new digital craftsmanship.

The challenge we want to accomplish are:

- Learn about new digital manufacturing technologies
- Experiment with computational and parametric design
- Experiment with drawing techniques with Virtual Reality
- Learn to 3D print with ceramics
- Learn to create objects in leather and wood with laser cutting



Communicating through objects: Experiencing Luxury

IE avec LONGCHAMP

Would you like to be part of the game changers by generating experiences in the luxury world?

Throughout this practical course students will be working hand in hand with the French luxury brand Longchamp focusing in the evolving needs of consumers, the actual challenges and the environment in the luxury world by also experimenting hands on with handcrafted exercises to understand the nonverbal communication through objects.

In the last years the luxury industry has been shifting towards new ways to connect with its audience alongside the whole retail world. Nevertheless, Luxury in its own niche has been trying to focus on transmitting its core values, DNA, and philosophy through experiences.

What do consumers need when purchasing products? Each brand wants to associate with them in different ways by generating reactions and long-lasting relationships that relate directly with their emotions.

Through this course you will learn to recognize the brands DNA, as well as its values of craftsmanship, *savoir faire*, sustainability, brand's circular economy ...

And with the help of Longchamp, you will understand brand awareness and the shifting scenarios of this post pandemic retail world. We encourage you to find novel ways of associating with young consumers by proposing different ideas and multidisciplinary approaches to enhance the connection of Longchamp with its customers. The course is open to particular and specific ideas introducing conceptual and physical proposals that have the potential to be implemented.

Your vision and insights combined with Longchamp's luxury world can only bring great and interesting real-life knowledge and experiences for all parties involved.

**This course will have some classes imparted directly at Longchamp stores.



Designing ventures with positive impact

This new course focuses on deep diving into the startup world, and how to bring new ventures to life. Today corporations use venture building, designing new business models in parallel to their core business, as a way to survive in the long run. Many students dream of joining a startup after graduating and some students to build their own startup. In this course we will navigate through the startup landscape.

This is a hands-on course where we go from idea to launch. As a transversal course we focus on the opportunity to work together and create multidisciplinary teams that excel beyond the classroom.

We will learn how to:

- Design future proof ideas with a positive impact.
- Mixing methodologies from design thinking, business design and agile methodologies for startups.
- Detect new opportunities through emerging technologies that will change tomorrow.
- Ideate, bring out the best ideas and choose the right idea to take forward.
- Go from an idea to build a strong value proposition and land a strong narrative.
- Build a disruptive business model, bootstrap and validate an idea fast.
- Create the right pitch for its audience, going beyond a validated idea to make it a reality.



Credits: 3
Sessions: 15
Professor: Xenia Villadas

Service Design: how to enhance your service-based offerings for the user, the company and the planet.

Stop the press and forget all you have learned so far about innovation: in a new world where everything can be offered A.A.S., we need to urgently rethink how to design and explain what does not exist and thus cannot be proved.

With a unique combination of design thinking, marketing, and business management frameworks, powered up with smart visualisation tools and storytelling techniques, Service Design has cracked the code to devise innovative offerings that provide both consistent experiences to the users and sustainable revenues to the providers, while taking care all social and environmental aspects integral to their strategy.

Service Design has become a key resource for companies and institutions of all sizes willing to surf complexity and deliver value across their ecosystems: join us in this class and welcome to the next wave!



Credits: 3
Sessions: 15
Professor: Andrea Santamarina

Food as a tool for change: Why do we eat what we eat?

"We eat culture, we savour laws, we ingest purposes, we drink craftsmanship and we savour reasoning that also makes us feel alive".
- Aduriz A.L and Innearity, D.

The aim is to explore the cultural and social dimension of Food from its production to its consumption. This is a theoretical-practical course in which they will learn the meaning of Food from a historical, social and cultural point of view, always taking into account the parameters of sustainability.

The complementary exercises of the course will be based on practice (visit and analysis of a selection of markets, restaurants, commercial areas or museums, etc.) to learn to investigate the cultural and social dimension of the Mediterranean culinary tradition.

The course will end with the creation of a menu/performance through which the students will present the results of their research in a collective meal.

The course is aimed to all the students who are interested in deepening their knowledge of the field of food, in learning about its references, trends and work processes. To do so, students will become culinary researchers.

The methodology to be followed will be through the study of several cases, direct observation and observational, qualitative and comparative analysis of current contents. Students will learn to investigate and develop critical thinking using food as a vehicle for learning.

Keywords: Food; Culture; Society; Research; Performance