

**79. SENSIBILITY DESIGN FOR ECO-FOOTPRINTS**

I level

**Department of Architecture (DIDA)**

<b>Course co-ordinator</b>	Gianpiero Alfarano
<b>Authorising Committee</b>	Gianpiero Alfarano Alessia Brischetto Stefano Follesa Giuseppe Lotti Alessandra Rinaldi
<b>Contact person for information on the organisation of teaching, timetable of lessons, content of the course</b>	Gianpiero Alfarano gianpiero.alfarano@unifi.it
<b>Practical-professional profile of the training pathway and reference labour market</b>	<p>The Master's course aims to train experts working in Design with skills in the most innovative technologies concerning the design, production and control of specific fields of application of <i>Furniture design, Interior design, Exhibition design, Environment design, Interaction design, Lighting design, Product ecology design, Sensorial design, CMF Design, Surface design</i> through the technical profile of performance innovations of processes and materials for the reduction of ecological impact in the design of new environments and new products.</p> <p>The master's course proposes the training of a professional figure capable of intervening in the 'sensorial' aspect of design. The topics addressed are aimed at the engagement of design in the emotional system to build new perceptions and new behaviours.</p> <p>In particular, the course aims to train an innovative professional figure in the field of Design with specific skills in the sensorial sensitivity of materials and surfaces. Light, colour, perception and sensoriality are the main elements of which knowledge will be provided to nurture critical thinking and new evaluation techniques in new application processes. The skills to be acquired refer to the ability to analyse, evaluate, compare and design innovative surface treatments with a strong sensitivity to the resulting ecological footprint. A professional profile with a co-creation and design role in companies with a high quality range as well as in <i>Green Oriented</i> companies for the valorisation of resources and the recovery or alternative production of energy. This professional figure will be able to work both within companies in the industrial product sector, innovative materials, textures and finishes, lighting control and research into the sensorial expressiveness of bio-eco materials, and in professional studios and technical offices in the public administration. In the professional studios of industrial design, museum and event design he will cover the role of designing and directing the technical choices appropriate to the expressive and perceptive results to be obtained. While, in professional architectural firms, he/she will support the architectural design of residential, commercial, public, recreational and sports buildings with reference to the energy savings obtainable from finishes and for the activation of integrated passive systems for energy production.</p> <p>To this end, the training activities will be divided into four Modules (of 6, 9 and 15 CFU) structured with alternating lectures and project workshops in synergy with two MASTER CLASS PROJECT of 6 CFU each, in order to verify, through project exercises, the acquisition of the content provided in the teaching modules. Teaching will be</p>

	<p>integrated with the contribution of specialists through classroom interventions and dedicated company visits.</p> <p>The Modules are as follows:  Module 1 - SENSORIAL DESIGN  Module 2 - SMART DESIGN  Module 3 - SUSTAINABLE DESIGN  Module 4 - SOFT ENVIRONMENT DESIGN</p> <p>The two Master Class Projects are aimed at developing students' design skills through a critical and creative thinking approach, where students will develop design concepts and technical solutions, elaborated with manual and digital processes, which can be discussed with experts in the field.</p> <p>The Master's course aims to offer new professional stimuli and direction towards new <i>soft skills</i> in the field of design with a transversal competence character for systems and products with high ecological sensitivity.</p> <p>A course organised with multidisciplinary knowledge and expertise structured to train a professional figure capable of overcoming and giving appropriate specificity to the current roles of assistant, consultant, prescriber as a medium between technological innovations and the project.</p> <p>The master's course intends to meet the growing demand to qualify and give recognisable professional skills to roles of relation and assistance to the project that are currently practised with spontaneous and voluntary training. On the part of companies, the need is becoming more evident to have as interlocutors, between the production system and the designers, some specific figures with very specific and above all highly qualified knowledge who can direct information in both output and input directions between the company and the world of finishing product applications to the best end.</p> <p>These instances lead to the gradual increase of careful attention to soft elements of the project, predisposing substantial revolutions in science and industry. They present the design culture as a field of action in which the unique opportunity to generate new qualities of life and new habitability of the world manifests itself. From the micro generate the macro. At the end of the course, learners will have acquired:</p> <ul style="list-style-type: none"> <li>- skills in designing and managing the perceptual, sensory and emotional implications of objects, furniture products and <i>indoor</i> and <i>outdoor</i> environments;</li> <li>- design skills in the perceptual and technical aspects of the sensory expressiveness of surfaces;</li> <li>- specialist CMF design skills;</li> <li>- ability to analyse, evaluate and select designed expressive properties in relation to the technical characteristics of the production;</li> <li>- management of multimedia tools and software for <i>digital interaction, additive modelling and 3D development</i>.</li> </ul>
<p><b>Access qualifications</b></p>	<p>Bachelor's degree awarded in accordance with Ministerial Decree no. 270/2004 or Ministerial Decree no. 509/1999 in:</p> <ul style="list-style-type: none"> <li>- L-1 Cultural Heritage</li> <li>- L-3 Disciplines of visual arts, music, performing arts and fashion</li> <li>- L-4 Industrial Design</li> <li>- L-Civil and Environmental Engineering</li> <li>- L-9 Industrial Engineering</li> <li>- L-10 Humanities</li> <li>- L-17 Architectural sciences</li> </ul>

	<ul style="list-style-type: none"> <li>- L-20 Communication Sciences</li> <li>- L-21 Spatial, urban, landscape and environmental planning sciences</li> <li>- L-23 Building science and technology</li> <li>- L-40 Sociology</li> </ul> <p>Single-cycle master's degree in:</p> <ul style="list-style-type: none"> <li>- LM-4 Architecture and Building Engineering - Architecture (five years) Degree awarded according to the old system in:</li> </ul> <ul style="list-style-type: none"> <li>- Architecture</li> <li>- Disciplines of Art, Music and Performing Arts</li> <li>- Industrial Design</li> <li>- Civil engineering</li> <li>- Materials Engineering</li> <li>- Construction engineering</li> <li>- Building engineering-architecture</li> <li>- Industrial engineering</li> <li>- Mechanical engineering</li> <li>- Environmental and spatial engineering</li> <li>- Communication sciences</li> <li>- Urbanism</li> </ul>
<b>Modalities of conducting selections for admission to the course</b>	Selection by titles
<b>Duration</b>	9 months
<b>Teaching methods</b>	Synchronous presence/distance mode, using the Google platform Meet or other UNIFI platform
<b>The training activities will be delivered in language</b>	Italian
<b>Attendance Obligations</b>	minimum 67%
<b>Venue</b>	Design Campus, Via Sandro Pertini 93, Calenzano (Florence) Santa Teresa, Via della Mattonaia 8, Florence
<b>Outline time schedule</b>	2-3 days per week
<b>The modalities and timing of profit verifications</b>	Verification at the end of the Module
<b>Final test</b>	At the end of the course, there is a final examination consisting of the presentation of a paper, including a report on the practical training activity, internship or workshop
<b>Available places and registration fees</b>	
<b>Ordinary</b>	
<b>Minimum number</b>	8
<b>Maximum number</b>	40
<b>Entry fee</b>	5000 euro
<b>Free supernumerary places</b>	
<b>UNIFI employees</b>	2
<b>Single modules</b>	
<b>Maximum places</b>	3
<b>Quota</b>	115 Euro/credit
<b>Access qualifications</b>	In order to be admitted to individual modules, one must hold one of the qualifications listed among those required for admission to the Masters Course.
<b>Selection test</b>	The selection of candidates for enrolment in individual modules consists of evaluation of qualifications and CV.

**Description of internship activities and training objectives**

The traineeship is aimed at the testing and practical application of the knowledge and skills acquired during the course.

The internship may take place at companies/professional studios, DidaLabs laboratories and joint laboratories of the University.

150 total hours of internship or practical training activity.