

MVA510 - Form and Concept

Course Title	Form and Concept			
Course Code	MVA510			
Course Type	Elective			
Level	Master (2nd Cycle)			
Year / Semester	1 (1 st or 2 nd semester)			
Teacher's Name	Anne Louise Merry			
ECTS	10	Lectures / week	-	Laboratories / week
Course Purpose and Objectives	<p>Aim of the course and core objectives are to:</p> <p>Deal with advanced and more complex problems in Product and Object Design through the presentation and analysis of a trans-disciplinary series of works embracing applied design, fashion, architecture and art which uses the body as main inspiration.</p> <p>investigate the relationship between body and space and the infinite ways of relating among people and the things and the environment that surrounds them</p> <p>employ new forms and innovative material combinations in Product and Object Design through the development of the process of ergonomics</p> <p>support specific concepts and design proposals through the acquired advanced ability of communicational presentation and the imaginative use of advanced materials, techniques, finishes and lighting</p> <p>achieve/develop solid personal ability for a strong design sensibility connected with advance material knowledge</p>			
Learning Outcomes	<p>Architectural and Artistic movements analysis and research:</p> <ul style="list-style-type: none"> • Investigate in basic history introduction with references in architectural, artistic and design movements using the body as a recurring theme. • Research, Present and Analyse anthropomorphic designs and their variation. • Participate in discussions involving all students to maximize visual impact and difference in visual problem solving. • Utilize unique ideas, materials and forms through research and analysis. • Visualize and communicate ideas with conceptual thinking in mind 			

	<ul style="list-style-type: none"> • Participate in the written assignment presentation that involves all students to maximize visual impact and difference in visual problem solving <p>New Materials and Contemporary Design Analysis and Research:</p> <ul style="list-style-type: none"> • Analyze, explain and discuss the use of new materials and their applications in contemporary design products. • Create new possible relation between body and object using new experimental forms • Utilize unique ideas and sketch through a visual process. • Give special attention in new Forms, Shapes, Size and Uses. • Present final research findings and ideas regarding product design proposals. <p>3D Production and Visual Presentation:</p> <ul style="list-style-type: none"> • Participate in specialized workshops in order to work more efficient for the production of the final product. • Give great attention to production and presentation of final product and visual material with drawings, details, photos and renderings. • Explain, defend, and initiate discussion and/or debate. Communicate visually. • Participate in the final presentation of designs involving all students. <p>Convince through attention to detail, structure, presentation level and professionalism.</p>		
Prerequisites	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">-</td> <td style="width: 50%; text-align: center;">Required</td> </tr> </table>	-	Required
-	Required		
Course Content	<p>The subject deals with the body as a recurring theme in History of Art and a favorite subject in contemporary creativity – from applied design to architecture, fashion and décor. Offers a new and intriguing take on the topic of the body through a trans-disciplinary series of works embracing design, fashion, architecture and art. The aim is to investigate the relationship between body and space and the infinite ways of relating among people and the things and environment that surrounds them from the most obvious to the more enigmatic and experimental.</p>		
Teaching Methodology	<p>Illustrated lectures, visual presentations, demonstrations, and discussions on critical parts of the subject.</p> <p>Lectures are supplemented with extended project briefings, practical workshops, research exercises and presentation, group critiques and individual tutorials.</p> <p>Practical workshops and presentations, exercises and discussions on critical parts of the subject.</p> <p>Personal and group research and tutorials as an important and integral part of the teaching methodology.</p>		
Bibliography	<p>1. Materials for Inspirational Design, <i>C. Lefteri</i>, Rotovision, 2006</p>		

	<p>2. The Measure of Man and Woman: Human Factors in Design, <i>A. R. Tilley</i>, John Wiley & Sons, 2002</p> <p>3. The Fashion of Architecture, <i>B. Quinn</i>, Berg Publishers, 2003</p> <p>4. Extreme Beauty: The Body Transformed, <i>H. Koda</i>, Yale University Press, 2004</p> <p>5. Not a Toy: Radical Character Design in Fashion and Costume: Fashioning Radical Characters, <i>J. H. Fox, T. Polhemus</i>, Pictoplasma Publishing, 2011</p>
<p>Assessment</p>	<p>The Assessment methodology, which is mainly employed in this course and generally in the program is the one that is intended for learning. This is a continuous array of assessments used to help students learn. Additionally, periodic assessments is also used to verify that they did, in fact, meet prescribed academic achievement standards. Assessment, which is continuous and relies primarily in process is used far more than merely a source of evidence for grading, but also to build student confidence, motivation, and engagement in their learning. In other words, assessment isn't merely an index of the amount learned—it can also be the reason of that learning.</p> <p>Research Assignments: 20%</p> <p>Project Work: 40%</p> <p>Final Presentation: 40%</p> <p>Total: 100%</p>
<p>Language</p>	<p>ENGLISH</p>