

### Bachelor of Product Design (Honours)

**Available in:** Milan, Italy

**Intake:** February, November

**Website:** [www.Raffles-IAO.com](http://www.Raffles-IAO.com)

### 3-year Bachelor of Product Design (Honours)

#### Year 1

- Cultural Anthropology
- Archetypes of the Imaginary
- Materials Technology 1
- Materials and Design 1
- Light Modelling
- Drawing and Representation
- Hand-drawing Sketching
- Design, Economy, Business
- Design, Communication, Marketing
- Tecnica Della Fotografia Digital Photography
- Use of the Image for the Project
- Product Design
- Structures, Joints, Solutions
- Design for Local Development
- Design Methods and Tools
- Colour and Nature
- Introduction to Graphic Design
- Packaging 1
- Introduction to 3D Computer Model-making Techniques
- History of Contemporary Art
- English for Product Design 1
- Public Speaking and Stress Management

#### Year 2

- History of Design 2
- Modelling
- Materials Technology 2
- Materials and Design 2
- Light Design 1
- Product Design 2
- Design for All
- Exhibition Design
- Furniture Design
- Light Design 2
- Physical and Cognitive Ergonomy
- History of Architecture and City Planning
- Corporate Identity Fundamentals
- Infographic
- 3D Modelling and Printing
- Introduction to 3D Rendering
- 3D Modelling Workshop
- Design System
- Design Management 1
- Colour Science
- English for Product Design 2

#### Year 3

- Product Design A
- Product Design B
- Product Design C
- Exhibition Design
- Service Design
- Interaction Design
- Design and Culture
- Packaging 2
- Packaging 3
- Life Cycle Design
- Layout and Display Techniques
- Phenomenology of Contemporary Arts
- Digital Model-making Techniques
- 3D Rendering Technologies
- Design Management 2
- English for Product Design 3
- Major Project

Note: Curricula are subject to change.