79. SENSIBILITY DESIGN FOR ECO-FOOTPRINT	
First level	
Department of Architecture (DIDA)	
Course coordinator	Gianpiero Alfarano
Organizing committee	Gianpiero Alfarano Alessia Brischetto Stefano Follesa Giuseppe Lotti Alessandra Rinaldi
Contact person for information regarding course organization, the schedule of classes and course content	Gianpiero Alfarano gianpiero.alfarano@unifi.it
Practical-professional profile of the course and reference job market	The Master aims to train experts working in Design with skills in the most innovative technologies that concern the design, production and control of specific areas of application of Furniture design, Interior design, Exhibition design, Environment design, Interaction design, Lighting design, Product ecology design, Sensorial design, CMF Design, Surface design through the technical profile of performance innovations of processes and materials for the reduction of the ecological impact in the design of new environments and new products. The master's degree offers the training of a professional figure who is able to intervene on the "sensory" aspect of design. The topics addressed are aimed at the commitment of design in the emotional system to build new perceptions and new behaviors. 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, colours, perception and sensoriality are the main elements of which knowledge will be provided to fuel 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 Green Oriented companies for the valorization of resources and the recovery or alternative production of energy. This professional figure will be able to operate 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, both in professional studios and in area of the technical offices of the public administration. In professional industrial design, museum and event design studios, 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 architecture firms it 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. To this end, the training activities will be divided into four Modules (6, 9 and 15 CFU) structured with alternation between lectures and project workshops in synergy with two MASTER CLASS PROJECTS of 6 CFU each, with the aim of verifying, through design exercises , the occurrence acquisition of the contents provided in the teaching modules.

	Teaching will be integrated with the contribution of specialists through classroom interventions and dedicated company visits. The Modules are as follows: Module 1 - SENSORIAL DESIGN Module 2 - SMART DESIGN Module 3 - SUSTAINABLE DESIGN Module 4 - SOFT ENVIRONMENT DESIGN 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, developed with manual and digital processes, which can be the subject of discussion with sector experts . The Master intends to offer new professional stimuli and direction towards new soft skills in the field of design with a transversal skills character for systems and products with high ecological sensitivity. A path organized with multidisciplinary knowledge and knowledge 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. The master's degree intends to meet the growing demand to qualify and provide recognizable professional skills in a clearly distinguishable way to project relationship and assistance roles currently practiced 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 particular and above all very qualified knowledge who can direct the information in both directions and in output to the best end both as input between the company and the world of finishing product applications. These instances involve the progressive increase in careful attention to soft elements of the project, preparing substantial revolutions in the scientific and industrial fields. They present themselves to 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 the learners will have acquired: - design and management skills of the perceptive, sensorial and emotional implications of objects, furnishing products and indoor and outdoor environments; - design skills of the perceptive and technical aspects of the sensorial expressiveness of surfaces; - specialist CMF design skills; - ability to analyse, evaluate and select expressive properties designed in relation to the technical characteristics of production; - - management of multimedia tools and software for digital interaction, additive modeling and 3D development

Titoli di accesso	A bachelor's or master's degree or single-cycle degree awarded under the university system governed by Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 in: - L-1 Cultural heritage - L-3 Disciplines of figurative arts, music, entertainment and fashion - L-4 Industrial design - L-Civil and environmental engineering - L-9 Industrial Engineering - L-10 Letters - L-17 Architectural sciences - L-20 Communication Sciences - L-21 Territorial, urban, landscape and environmental planning sciences - L-23 Building science and technology - L-40 Sociology - Single-cycle master's degree in: - LM-4 Architecture and Building Engineering – Architecture (five-year) Degree obtained according to the previous system in: - Architecture - Disciplines of art, music and entertainment - Industrial design - Civil Engineering - Materials engineering - Construction Engineering - Construction Engineering architecture - Industrial engineering - Mechanical engineering - Engineering for the environment and the territory - Communication Sciences - Urban planning

Admission procedure	Selection based on qualifications
Duration	9 month
Teaching methods	Synchronous presence/blended mode, using the Google platform Meet or other UNIFI platform
Language the course will be delivered in	Italian
Attendance requirement	minimum 67%
Course location	Design Campus, Via Sandro Pertini 93, Calenzano (Firenze) Santa Teresa, Via della Mattonaia 8, Firenze
Foreseen lecture days	2-3 days per week
Exam procedure and schedule	Each module will have a final test to verify knowledge and skills.
Final exam	At the end of the course there is a final test which consists of the presentation of a paper including a report relating to the practical, internship or laboratory training activity.
Number of available places and enrolment fees	
Full-fee students	
Minimum no. of places	8
Maximum no. of places	40
Enrolment fee	5000 euro
Free supernumerary places	
UNIFI employees	2
Single modules	
Maximum no. of places	3
Enrolment fee	115 Euro/credit
Admission requirements for individual modules	To be eligible to attend individual modules, students must hold one of the qualifications listed among those required for admission to the Master course.
Admission procedure	The selection of candidates for enrollment in individual modules consists of evaluating their qualifications and CV.

Description of traineeship activities and training objectives	The internship is aimed at experimentation and practical application of the knowledge and skills acquired during the course. The internship can be carried out in professional companies/studies, DidaLabs laboratories and joint University laboratories. 150 total hours of internship or practical training activity.