# Object Design and Emotional Design

## Prof. Paolo Righetti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to teach students the required skills to make their own professional-disciplinary contribution to object and space design.

The aims are to:

– Identify the relationships between objects, environments and well-being;

– Analyse any shortcoming in the production and the design of the objects and architectural spaces;

– Identify the professionals and the different roles involved in the industrial and architectural production, and urban constructions, with the aim of understand how the psychologist can intervene and with what means.

*Intended learning outcomes*

At the end of the course, students will be able to apply knowledge learned to two specific areas.

The area of environments, where they will be able to proceed with organised and structured analyses using the tools specifically developed during the course, of complex spaces intended for private and public functions.

The area of objects, where they will be able to examine and understand the limits and potential of existing artefacts or those in the process of being conceived and designed, making their own contribution to improving their functionality and use.

In both areas, the purpose of students’ action will be to improve the contribution artefacts (meaning both objects and environments) can make to well-being.

***COURSE CONTENT***

The course offers an itinerary through the disciplinary areas of the artefacts that considerably influence quality of life and personal well-being.

The analysis will start from the assumption that a significant part of the preparatory operations before design and the following ones after the design phase, examining the results, are performed by using inappropriate and, in any case, insufficient tools. The professional figures usually involved only partially cover the skills required to pursue the condition of wellbeing that artefacts and environments could provide.

The course combines elements of an educational nature related to disciplines concerning others of a more specific and disciplinary nature that are dealt with in monographic terms, highlighting the contribution of the psychologist.

Among the topics covered:

1. A concise general introduction to Industrial Design and Architecture aimed at understanding its evolution and disciplinary boundaries.

2. Analysis of the interactions between man, objects, and space. We start with the reflections of leading figures such as Donald Norman and Bruno Munari. Observations and analyses are also conducted through the direct exploration of artefacts and spaces. We will explore the mechanisms underlying the design and the correspondence of objects and spaces created for the welfare needs of those who use them.

3. Assessment of how behaviour, use and perception influence the ideational process, and how appropriate and complete the skills of designers, industrialists and users are, paying particular attention to the contribution that psychologists can make.

Furthermore, the differences between objects of design in their common sense and those that fall under a broader and more comprehensive definition are analysed. Industrial products are then investigated; these don't usually fall under the term "design" but often have a very direct impact on daily life. Among the areas covered are treatment, pharmaceutical production, aids for disability, imprisonment, death and burial.

In the part of the course dedicated to *environments and architecture* certain aspects of particularly important topics will be explored. Amongst these the living space and the public space, prison, places of treatment and recovery, cultural and exhibition spaces.

An on-site analytical project of a building destined to become a museum is foreseen. This exercise is designed to teach students skills and tools useful for structured observation of spaces. At the end of the exercise students will be able to apply these methodologies to existing settings with different intended functions (not only for display purposes). In addition, students will be able to offer their own contribution to professionals during the project phase, so as to avoid errors and make suggestions which could improve the experience for the user.

The work carried out will result in a document that will be evaluated prior to the oral exam.

***READING LIST***

D.A. Norman, *La caffettiera del masochista,* Giunti Editore, Firenze.

M. Costa, *Psicologia Ambientale e Architettonica,* Franco Angeli, Milan, only chapters: 7, 8, 9, 10, 12, 13, 15.

***TEACHING METHOD***

The course includes frontal lectures and guest lectures, as well as two field trips.

One will be dedicated to a work on exhibition spaces, the other to the viewing of some documentaries related to the course contents. The viewing in a cinema theatre may be replaced with an autonomous viewing of the material online.

Interventions by guests will be on different topics including:

– Graphic design

– Relationship between security and artefacts

– Living

– Design for All

– Fashion design

***ASSESSMENT METHOD AND CRITERIA***

Students will take an oral examination at the end of the course that will award a mark out of thirty.

The final mark will be calculated by adding the three marks, each one carries a maximum of 10 marks. The three marks refer to:

– research carried out into museum environments;

– knowledge of the reading material;

– the content of the lectures and guest interventions.

The oral test will also take into account communication and argumentative skills.

***NOTES AND PREREQUISITES***

As it is introductory in nature, there are no prerequisites for attending the course. However, a degree of intellectual interest in and curiosity towards the disciplines covered is assumed.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.