FACULTY OF DESIGN

Associated Member of University of Primorska

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Interior Design

Visual Communications

Fashion and Textile Design

Design Management

Faculty of Design

Associated Member
of University of Primorska,
Slovenia

Programmes in
Interior Design,
Visual Communications,
Fashion and textiles design,
Design Management

The world is changing faster than ever – socially, technologically, environmentally, politically and economically. In the midst of these shifts, designers have the crucial task of thinking about what our future will look like and how we will interact with it. One of the designer's roles is to solve problems and provide innovative solutions through products or services. Considering the critical problems that face our planet due to the irresponsible consumption of natural resources, designers play an important role in providing solutions to this problem and replacing obsolete products with innovative and sustainable ones that can ensure lower consumption of resources and less waste.

'We aim to educate critically-minded and socially responsible designers, who will be capable of managing the most complex design processes, because design is an artistic and scientific discipline, a creative process of thought as such, but it is also an element of successful operation of a company.
prof. Nada Rožmanec Matičič,
founder of FD

Introduction

Faculty of Design (FD) Associated member of University of Primorska is a relatively young institution established in 2005. The study programme Design incorporates Bologna declaration standards and applies European Credit Transfer and Accumulation System (ECTS). Since the academic year 2012/2013, besides first cycle studies (Bachelor's degree) in Interior Design, Visual Communication, Textiles and Fashion Design, Design Management and Jewellery, the Faculty also provides second cycle studies (Master degree) in the field of Architecture of Space and Interior design, Visual communications, Textiles and Fashion and Design Management.

The Faculty of Design recognizes and embraces its responsibility in the higher education institutions area. As it is defined in our mission we strive to contribute constructively to the development of the knowledge society through the promotion of human curiosity and thirst for knowledge and research particularly in the primary field - the arts. The goal of the institution is to contribute to sustainable social development of the local and wider regional environment while improving the flow of knowledge, linking education, research and business - the knowledge triangle. Although we have grown in numbers we still take great pride and invest a lot of effort into the individual approach towards our students. A constructive and stimulating environment is created, a balanced set of skills is given so that the graduates are equipped with the knowledge required to enter the labour market successfully.

The Curriculum

In order to be better prepared to make design-related choices, students need to understand that design requires building conceptual understanding and certain set of skills. In design-focused curricula of the Faculty of Design, students go through the process, which starts with defining a problem and moves to researching, brainstorming, developing a prototype (if possible), presenting and finally revising a concept drawing or a model. From the very start the Faculty of Design has been using a d' school principle, which is a creative process that helps us design meaningful solutions in the classroom, at our faculty and in our community. The d'school is a place where experts from Universities and industry come together to work on projects that require different points of view. This creates a vital interactive environment which makes it possible to establish both new initiatives and projects that integrate unique mix of disciplines.

'Human beings have always striven for and relentlessly sought material and mental perfection ... Therefore, a designer directly influences the development of mentality, which is an expression of the environment and circumstance in which a person lives' (Kralj, 1968)

Study Programmes

The Faculty of Design offers an elaborated interdisciplinary study programme that positions the school among the modern European institutes of higher education in design. Although a very young institution the Faculty has become one of the most sought for educational establishments in the field of design in Slovenia and currently enrolls approximately 400 students. With its undergraduate studies program, The Faculty of Design has been successfully transferring know-how into Slovenian business entities via innovations, patents and development projects which add value to the companies in their design and technological solutions and create new jobs. With its artistic activity it participates in the projects with a distinct artistic and conceptual approach, which establishes design as a socially engaged field of operation

Interior Design

Undergraduate study programme of Interior design educates contemporary designers who are able to design the interior according to the principles of living in terms of functionality and their relationship toward society. Students acquire a wide spectre of knowledge from the field of technical sciences and humanities. Elements of design do not include solely designing of interiors, but also the relationship between individuals and space into which the concept of living space is positioned – studies of colours, lightning, materials etc. An important aspect of the study is also establishing a sustainable attitude towards the environment and the society in general by following the principles of redesign, reuse and recycle.
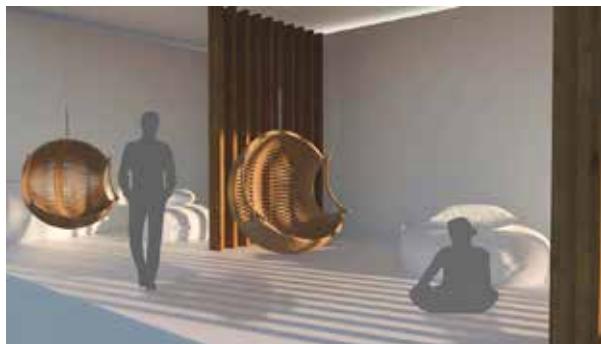
LIVING ROOM IN THE FAMILY APARTMENT

Cross section

Longitudinal cross section

AMAZING THINGS HAPPEN
WHEN YOU TRY

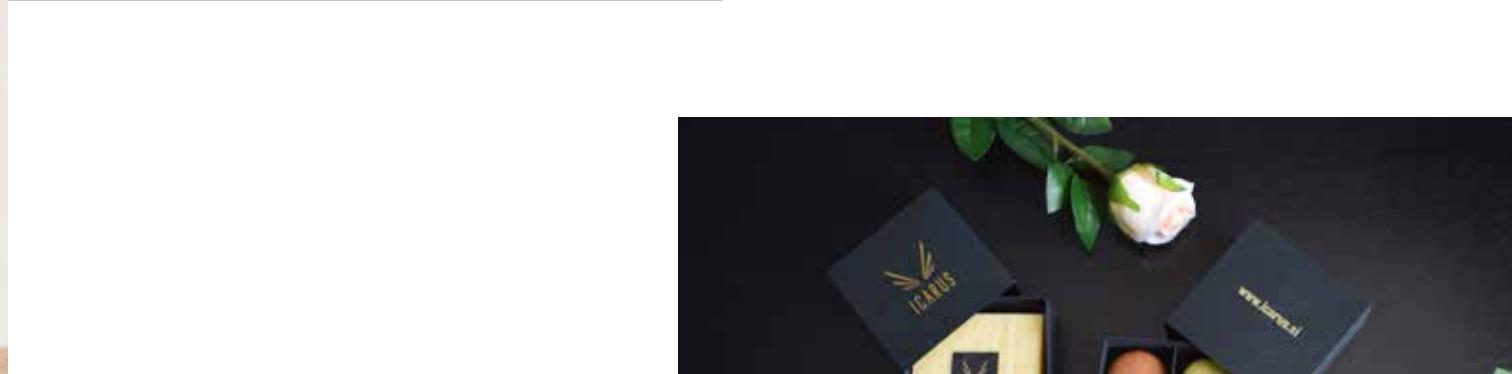brušenje, čiščenje in
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Visual
Communications

Visual communications study programme includes a wide spectre of expert knowledge (visual communications planning, typography, illustration, web design, computer processing of images, basic vector graphic, …) as well as knowledge from other artistic and humanistic disciplines (history and development of design, communication strategies,…). This way the students are introduced with the theoretical and practical concepts of design. We encourage bold, creative and innovative ideas that produce emotive, enduring, aesthetic and sustainable design. The graduates become experts in the field of visual communications with the competences of designing corporate identities, advertising, illustration, packaging design, typography, photography, video, digital design and interactive design.

Fashion
and Textile Design

Textile and fashion design programme includes textile design for interior, product and fashion design and styling. The focus of education is based on the conceptual development of textile products, covering the whole process from conceptual design, use of materials and technology to prototype the new products, collections, brands and promotional materials. It is based on the project work and includes design and styling as well as the development of practical skills concerning constructing, modelling and manufacturing of textile and clothing products and the development of modern visual communication techniques and practical knowledge of weaving, knitting, printing and dyeing of textiles and other techniques of manufacturing textile products.

Clothing is a visual metaphor that reflects relationships with different social settings. Visual metaphors are frames whose basic element is a concept of schematic images that act as structures of our mental performances and are under subjective interpretation. Some scholars define the difference between fashion and clothing in term of styles that (un)change in time and space. (...) Through clothing identity we express and communicate with oneself and its surroundings. Clothing and fashion are characterized by occurrence, by which social relations between people are built, experienced and understood. Our clothing provides information about our identities and is simultaneously formulated in the process of social interaction.
 (Tanja Devetak, Assoc. Prof.)

Design
Management

The undergraduate study programme Design management combines theory and practice in design, technology, planning, entrepreneurship and marketing as well as provides students with the necessary skills for managing and utilising these areas. Undergraduate students acquire knowledge in design as designers within a design team, but at the same time they gain a solid basis of managerial skills necessary for harmonizing the work of various departments and business units or for managing their own businesses or brands. The graduates become experts in design management field with competences of designing products, services or concepts through design thinking and for managing design processes in multifunctional teams – to ensure the optimal design result and in order to increase the competitiveness of the company itself (growth of sales, increase ofvalue added per employee, acquisition of new markets etc.)

The concept of design management relates to certain management activities, methods and skills that are required to optimize and manage design processes. This is directed by the highly complex nature of the design process. As a professional field, design management focuses on a complex of all visual manifestations of companies, brands and products. On the other hand, on non-visual aspects relating to the design process as such which concern processes for product development, supply, production, distribution, sales, delivery or service. Generally the design is often defined as a process of active planning and decision making, resulting in a finished product.
 (Jordan Berginc, Ph.D., Assoc. Prof.)