

ERASMUS COURSE CATALOGUE
Master Program
2022/2023

	ECTS
I. SEMESTER	
Design Management	4
Intellectual Property Law, Selected Chapters	4
Design for Sustainable Development	4
New European Bauhaus – Open space design studio	14
II. SEMESTER	
Critical Analysis of Visual Media	4
Sociology of Urban Space	4
Studio (NEB) for Conceptual and Product Design	14

***While care has been taken to ensure the accuracy of this Catalogue, courses may be changed subsequently.**

Design Management	4
--------------------------	----------

Assoc.. Prof. Jordan Berginc, Ph.D.

Asisst. Manca Matičič Zver M.A.

Content (Syllabus Outline):

- What is design management and its corporate models
- Instruction of team project: A project plan to prepare a case study of local company which introduce design management process
- Creativity and innovation in developing own design product/service
- Marketing analysis, strategy and plan
- Design management strategy within the company and market management
- Team work and leadership
- Entrepreneurial business networking with customers
- Presentation of new product/business to a client

Analysing an international case study research paper which introduce and promote a design management culture on international level

Objectives and Competences:

- Understanding and realizing of own product design and its managing process
- Understanding of creative and innovative component of the product
- Adopting of sales strategies
- Managing of conceptual skills in entrepreneurial process
- Managing a design management project on corporate level
- Developing own business network
- Studying and research of case study method on DM issues

Research of successful case studies of DM on international level

Expected Study Outcomes:

Skills and understanding:

- Managing design management process on corporate level
- Understanding the process from idea to business opportunity
- Entrepreneurial thinking and acting
- Problem solving
- Encouraging creative and innovative thinking for own design product
- Brand management strategy
- Sales promotion and managing design product

Building a business network

Prof. Rado Bohinc Ph.D.

Content (Syllabus Outline):

The course covers the selected chapters of intellectual property rights, namely the theoretical foundations, domestic, comparative and convention law and case law, as follows:

1. procedures for obtaining and protecting the following industrial property rights, namely:

- model (new appearance of a specific industrial or craft product),
- a sample (a new image or drawing that can be transferred to a specific industrial or craft product), and

- trademark (a sign intended in trade to distinguish goods or services)

2. legal protection of copyright (individual intellectual creations) in the following areas:

- works of art, such as paintings, graphics and sculptures;

- architectural works, such as sketches, plans and constructed objects in the field of architecture, urbanism and landscape architecture;

- works of applied arts and industrial design;

3. contractual transfer of the intellectual property rights in question:

- license agreement

- copyright agreements

4. the rights and obligations of employers and workers arising from design innovations created in the employment relationship (appearance of products that, according to the regulations on industrial property, meet the conditions for protection with models).

Objectives and Competences:

Students will gain knowledge of the basics of intellectual property law, in the fields of design (selected chapters of industrial property law - models, samples, trademarks and copyright law - art and architecture, industrial design) and on employer – employee relationships in the case of design innovation.

Students will also gain relevant knowledge of proceedings before the Intellectual Property Office.

Expected Study Outcomes:

Basic knowledge of the legal concept (theory) and system of protection of intellectual property rights, which includes the field of industrial property rights, copyrights and rights from innovations created in employment relationships

Applied knowledge of registration procedures and methods of protection of design, sample and trademark, on copyright protection of individual intellectual creations in the field of artistic architectural and industrial design, on the contractual transfer of the rights in question and on the regulation of the rights and obligations of employers and workers arising from design innovation.

prof. Nada Rožmanec Matičič

Content (Syllabus Outline):

- The concept of sustainable development and examples
 - Key environmental issues
 - What can we learn from nature and our ancestors?
 - Water and air pollution and sustainable solutions
 - The meaning of design in the restoration of degraded environment
 - Consumption, savings and recycling water in households
 - Waste as a source material
 - The protection of natural heritage and biodiversity – the importance in interior design
 - Sustainable energy supply and the problem of greenhouse gases
 - The use of natural materials – what is sustainable?
 - The examples of sustainably designed settlements (eco-village)
-
- Objectives of the Agenda 2030
 - Awareness and realization of the objectives of the Agenda 2030
 - Ecoremediations - ecological engineering
 - Reconstruction of ecosystems
 - Terrestrial and aquatic ecosystems
 - Environmental technologies of the future
 - Clean integrated technologies and products

Objectives and Competences:

The presentation (to masters students) of the foundations of sustainable development and co-natural technologies important for design

Present and highlight the importance of all the general 17 objectives of the Sustainable Development Agenda 2030.

Expected Study Outcomes:

Skills and understanding:

- Students know fundamental pressures on the environment and understand the concept of sustainable development.
- Students know how to use sustainable solutions when designing.
- Students can describe and reason sustainable approach.

Integration of the concept of sustainability and co-natural approach into all levels of activity.).

Professor Nada Rožmanec Matičič, B.Sc. Arch.

Professor Dragan Čalović, Ph.D.

Assist. Maja Peteh, MSc.

Content (Syllabus Outline):

The New European Bauhaus project is a cultural movement that aims to make EU carbon neutral by 2050.

Think and act a New for a green and digital Europe.

How do we want to live and work?

Beautiful, sustainable, together.

Reflecting on the places we inhabit in 2021, and our relationship with natural environments beyond the built space, we know that the climate crisis requires deep and systemic changes to how we live. Either adapting to or mitigating climate change will touch upon everything from how we work and energise our homes, to how we move around and interact within our communities.

It's time to explore a practical approach to discovering beautiful, sustainable, inclusive and affordable ways of living, and use them to inspire our way forward.

The content of the course is based on the transfer of theoretical knowledge from the field of interior design of public space into the planning of urban equipment.

The vision of a modern culture of living, in close connection with the modern, fast way of life, is increasingly aimed at deleting the boundaries between the interior and exterior, and between the private and public spaces.

In order to improve the quality of life and to improve the space through sustainable design, circular economy, zero waste, taking into account the social needs of people and individuality, it combines interior and exterior, forming private, intimate spaces in public spaces.

Content:

- interior equipment of pavilions designed for various activities
- urban park equipment, playgrounds
- mobile urban element: traveling library, mobile store, mobile office
- interior fittings for outdoor exhibition areas

- scenography for open events; concerts, fashion shows, theatre plays
- equipment of abandoned interspace

The international students and experts from Universities and economy will work together on the common idea to move Europe towards a circular economy. The green and social responsible projects will also help deliver the EU Green Deal- to make Europe climate neutral by 2050.

Within the scope of the diploma seminar, students learn:

- the fundamental characteristics of research and professional work, different approaches to resolving professional and research problems;
- general methods of professional and research work;
- library as a tool for studies and research work, related to information literacy;
- instructions for writing papers at the Faculty of Design;
- the concept of the diploma thesis draft.
- they can interpret the concepts in the field of local and global culture of art of life.

Objectives and Competences:

We design curriculums to provide students a conducive learning environment that they will engage and encourage them to absorb new concepts. We provide students an opportunity to think outside the box and take education beyond the classroom learning.

Thinking like a designer- Learn about collections and how they are developed. Understand the need to design for the customer.

It is about understanding and recognizing an interior inside the exterior in the public space, as the students are supposed to recognize it in the first phase and explore in the following stages, so that it can be successfully planned.

The student is expected to analyze the internal and external public space, constantly thinking about urban equipment not only as a furniture element but in parallel with the inevitable mobility of the urban element.

The purpose is to develop the ability to produce interior design from materials suitable for all weather conditions, using autochthonous materials and searching for various construction solutions.

Designers must be skilled, versatile, collaborative problem solvers in our rapidly evolving world. This self-directed design program enables you to actively shape your creative practice. Many

graduates combine design and entrepreneurship to become design leaders and intrepid visual artists.

Within the scope of the diploma seminar, students acquire the following competences:

- They learn about the fundamental approaches at research and professional work;
- They are able to search and use professional documentation and literature;
- Students are able to prepare own written papers.

Expected Study Outcomes:

- Students recognize different types of interior and exterior public spaces.
- Student analyze a public space and create new spaces within the public external or internal space by integrating and developing urban elements
- students designs urban equipment according to the program, content, target group and type of public space
- they expose spatial and equipment solutions and characteristics of conceptual, architectural and ambient design of spaces
- students argue their own solutions
- students evaluate their own work and the work of their colleagues.

Students will also be able to:

- choose the appropriate diploma thesis topic;
- plan and implement all necessary phases for the preparation of the diploma task and chose the appropriate research method;
- search for relevant literature;
- prepare the diploma thesis.

Content (Syllabus Outline):

Historical introduction: social and cultural development between XVIII and XX century.

Development of mass culture in XIX and XX century, and its relation to high culture.

Beginning and development of mass media and its role within mass culture.

British literary criticism and critique of mass culture and mass media.

Frankfurt School

- Forerunners and their ideas (Kant, Hegel, Marx, Freud, Nietzsche)
- Critical Theory as strategy
- Cultural Industry (Horkheimer, Adorno)
- Theory and practice (TV, film, radio, photography)
- One-dimensional man and mass culture (Marcuse)

Structuralism and post-structuralism

- Rhetoric of the image (Barthes)
- Society of Spectacle (Debord)
- Simulation and Simulacra (Baudrillard)
- Semiology and Semiotics (Saussure, Peirce)

Traditional media (painting, sculpture, architecture).

Contemporary mass media (film, video, internet).

Media industry as economic and political propaganda (recent history cases).

Objectives and Competences:

Objectives:

Student follows the development of visual culture from traditional media to modernism and mass media in XIX and XX centuries until present; knows key authors and works from this field and understands the role of visual culture in various contexts in past and contemporary situations.

Besides, he or she grasps relevant concepts and theories within the field of reflection of visual media with special emphasis given to visual turn (Mitchell) and its relation to linguistic turn (Saussure)

Competences:

- Understanding of basic notions from the field of mass culture, culture and media industry, and knowledge of key theoretical contributions to the field.
- Understanding the relation between theory and practice within various contexts.

Understanding of the role of media in past and current social contexts.

Expected Study Outcomes:

Skills and understanding:

Students:

- take a position on key issues in the research process and are able to critically evaluate specific cases and situations;
- understand basic concepts and scientific premises of the field, which help student to analyze and solve problems within the field.
- develop sensitivity for social, cultural and political phenomena, followed by intensified capability for critical thinking, further education and social engagement.
- develop capabilities for searching, choosing and use of relevant theories and authors to enable deep understanding of social dynamics in past and present.

- develop sensitivity for social and cultural phenomena in order to get better opportunities to find jobs, continue education and improve leisure activities. - Student understands and uses in practice various practical skills regarding time and space perception and grasping of social situations.

- are capable of using and transferring various skills to research problems; he or she is capable to set up an independent analytical model to deal with a practical problem.

Sociology of Urban Space

4

Assoc. Prof. Matjaž Uršič, Ph.D.

Content (Syllabus Outline):

The main focus of the course will be the study of urban context in which modern aesthetic, cultural and ambiental elements are emerging. Recognizing social trends from which arise contemporary life-styles and consequently elements of design in everyday life of individuals will be presented through the analysis of modern cities and urban development. For example, contents such as urban creative industries, urban consumption, the effects of digitization, the emergence of smart cities and similar themes will be addressed. A more detailed description of the content:

- the in-depth analysis of theoretical and conceptual orientations in the field of space study (the fundamental spatial characteristics of pre-modern, modern, postmodern societies)
- the recognition and understanding of the influences the space planning has on the quality of life in modern societies with a special emphasis on case analysis (the analysis of case studies in the fields of the degradation of central urban areas, urban revitalization, the issue of secured neighbourhoods and ghettos, gentrification, the spaces of consumption, the spaces of cultural consumption, etc.)
- the examination of urban cultures: the elements of urban culture, public and private spaces in the city, the importance of a space, the cultural importance of a space, urban social movements, urban culture industry, the dehierarchisation of spatial structures, the convergence of an urban and non-urban space.
- analyzing the dynamics of spatial currents, the analysis of mobility (rural-urban migration, the establishment of transnational communities, socio-spatial impacts of globalization processes, globalization, etc.).
- the analysis of the spatial values and lifestyles, the analysis of contemporary (postmodern) concepts of designing life identities
- the analysis of new spatial tendencies after suburbanization, deurbanisation, the new "colonization" of rural areas (case studies) - (the processes of urbanization, the special features of Slovenian spatial development).

Objectives and Competences:

- developing in-depth knowledge of socio-spatial processes and the ability to analyze them and anticipate solutions and their consequences
- developing the ability of applicable research, respectively, the ability of the flexible use of knowledge in practice
- the ability to establish and maintain cooperative relations in teamwork and in the work with other users and groups, and the ability of tolerant dialogue
- the understanding of relationships between individuals, organizations and social environment, the ability of complex social-systemic vision and action
- the knowledge and understanding of the theoretical basis of the analytical and advisory work (the transfer of knowledge to the user)
- planning and managing changes while developing a comprehensive assessment of the situation in the social environment, taking into account various factors
- the understanding of contemporary methodological approaches through case studies

Expected Study Outcomes:

Skills and understanding:

Students:

- take a position on key issues in the research process and are able to critically evaluate specific cases and situations;
- know and apply the basic methods and techniques of research, and of the analysis of socio-spatial trends;
- know and understand the socio-spatial processes and gain the ability to analyze them, predict the consequences, draw synthesis and propose possible solutions to issues
- know and understand the history of the development of the fundamental knowledge in the fields of sociology, spatial sociology, urban sociology, cultural geography, spatial policy analysis, etc.

Assist.prof. Petra Bole, Ph.D.

Assist. Prof. Valentina Vezzani, Ph.D

Content (Syllabus Outline):

The subject is based on well-founded developmental, theoretical and more disciplined research that deepens the knowledge of design, productivity and definition of design practice in its problem-solving efficiency. All together it derives from the theoretical foundations developed at the Bauhaus school (1919–1933).

The aim of the course is to acquire basic knowledge for the understanding and practice of conceptual product design, the methodology of the design process, and the development of students' individual abilities.

The purpose of the course is to provide knowledge for the work of future designers who will perfectly master the concepts, design process, techniques, materials, trends and design history. They will be able to understand the requirements of the design market and work with conceptual stories as designers, either in their own studios or in the production process for the industry.

Objectives and Competences:

The objective of the subject is interdisciplinary integration of knowledge into conceptual design and specific process of designing conceptual products or conceptual interventions.

The main purpose is to develop the ability for conceptual thinking and the creation of new levels of design approaches.

It led to an understanding of the involvement of conceptual design and thinking in product design.

The general objectives, key and specific competences are:

- to understand the analysis, synthesis and design of the design process,
- to know the terminology of design,
- to master research methods in design, its processes and processes,
- to master the transfer of the use of knowledge into practice,
- to understand the interdependencies between different disciplines, technology, design, and users,
- to understand the different levels of conceptual thinking and integration of these skills into the processes of work and product design,
- to understand, analyze and critically interpret the presentations between conceptual art and product design,
- to develop an independent research design conceptual project,
- to master transdisciplinary and interdisciplinary integration of concepts and the integration of contemporary and historical design paradigms, based on the Bauhaus school.

Expected Study Outcomes:

Knowledge and understanding:

Knowledge and understanding in this subject is focused on conceptual thinking, interdisciplinarity in the transfer and integration of knowledge and the ability to transfer concepts into a product. Understanding and mastering the concepts, principles and laws of conceptual thinking and applying knowledge through planning and thought conceptual processes emanating from the Bauhaus design school. Mastering the technical and practical knowledge of product design at different and common levels of conceptual narratives