



ITL200 Made in Italy: Italian Design and World Culture



BRUNO GRAZIOLI

314 Hatfield Hall - bgraziol@smith.edu / Office hours: WED 4:30-5:30 and by app.

COURSE DESCRIPTION: *Brilliantly articulated in the expression La Bella Figura, a way of life emphasizing beauty, aesthetics and image, Italian culture is internationally renowned for its attention to quality and craftsmanship. The course covers different time periods in modern and contemporary Italian history (Unification, Fascism, post-war economic reconstruction, counter-cultural movements, up to the present day) and students learn how Italian traditional artistic and craft excellence was negotiated with technological modernization and the creation of a mass-consumer society. The course also introduces students to the concept of “family business,” the traditional form of companies in Italy, and how today’s multinational and corporate companies are gradually replacing it. By looking at Italy’s achievements in sectors such as fashion, interior design, automobiles, architecture and advertising, students learn how, in the course of a century, designers, stylists and industrialists played a critical role in manufacturing an iconic Italian image made of luxury and glamour appealing to domestic and international consumers.*

INSTRUCTIONAL FORMAT: Class will meet once a week for 120 minutes each time. Meetings will be divided between illustrated lectures, guest presentation from Smith and non-Smith faculty, class discussions, quizzes and presentations.

SPECIAL ACCOMMODATIONS: If you require special accommodations or have special learning needs, please inform the instructor. No accommodations will be granted without proper written communication from the Disability Service office (at Smith or at another college).

ASSESSMENT: Only S/U grades will be assigned.

- Attend no less than 10 classes out of 12 (10 classes = 84% of the course)
- Pass 2 quizzes (no make-ups)
- Watch an online documentary + complete online activity
- Complete 4 Museum Teaching Gallery/Instagram assignments (out of class)
- Complete 2 Design Thinking Activities and a Final Group Project (in class)

You will fail the course if you do not meet 3 or more of these requirements.

For instance, attending 9 classes (instead of 10), passing 1 quiz (instead of 2) and completing 3 Museum Teaching Gallery/Instagram assignments (instead of 4) will result in a failing grade.

Note: The instructor reserves the right to make changes or modification to this syllabus as needed

ASSESSMENT OVERVIEW:

ATTENDANCE POLICY: You are expected to attend all scheduled class sessions on time and be prepared for the day's activities. Regular attendance records will be taken. Reasonable, but limited absences (sickness, personal emergency, transport delay and other impediments), will be tolerated in **no more than 2 absences**. You must attend no less than 11 classes to pass the course. *This is not an invitation to miss 2 classes, but rather a "safety net" for you to ensure that, should you have to be absent from class, your final grade will not be affected as a result.* No documentation required, as no distinction will be made between excused or unexcused absences. Late arrivals/early departures from class, sleeping or causing disruptions in class or during class activities may result in an absence.

Quizzes and grades: You will need to successfully complete 2 quizzes in this course to receive a passing grade. Quizzes will be based on 15 closed-ended questions and you will need 12 correct answers to pass each quiz. Note that only 2 quizzes will be administered in the course. There will be no make-up or retakes.

Museum Teaching Gallery Assignment: During the semester you will be required to visit the Museum of Art 4 times. For the first time, you will explore the exhibition *Leisure and Luxury in the Age of Nero* (opens on Feb 3m, see Moodle for more info). For the other three times, you will visit a special installation in the teaching gallery of the museum. For each visit you will complete a simple assignment via *Instagram* (specific information will be posted on Moodle).

Design Thinking Activities: In the course you will participate in 2 Design Thinking activities in class. You will work in groups and you will use different materials, objects, colors etc. to design, create, shape and present your ideas about a given topic of discussion.

Final Group Project (10 groups / 5 students in each group): Assessment will be based on the content of your research, depth/relevance of information, delivery mode (more information will be given during the course and will be posted on Moodle).

Common Object Redesign Group Project: This is an out-of-class group assignment. Reflect upon your experience in using common objects (e.g. the water bottle you bring to class etc.). Identify possible ways of ameliorating this experience and, as a consequence, the object itself. You will have to carefully consider the close connections between form-function-user's accessibility. Draw from concepts discussed in the course. Prepare a 10-minute presentation displaying the common object you selected, detailing the thought process that led you to that particular object and explaining the ways in which it could be perfected.

Class Participation, Discussions: Active participation is a crucial part of the learning environment we will work together to create, and you are expected to take part in class in a constructive way. Participation can happen in a number of different ways: engaging in class or small-group discussions, asking questions, providing analysis, opinions, and experience. Additionally, it is important to demonstrate a positive and supportive attitude to the instructor and your classmates, and give full attention to class activities (i.e., cell-phones off, laptop for notes only, not sleeping or distracted, etc.). Attendance and punctuality are expected, and laxity in these areas may negatively impact on your final grade.

WORKLOAD EXPECTATIONS: You are expected to spend at least two hours on academic studies outside of, and in addition to, each class session.

MOODLE: The course management system Moodle will be used in this course. Moodle creates an interactive virtual learning environment for students and educators alike. This web-based platform provides you with 24/7 access to the course syllabus, schedule of class lectures and assignments, non-textbook required readings, and additional resources directly related to your studies. You must access the course Moodle page regularly in order to be updated on the program and be notified in time in case short-notice changes to the program may be required. If you are not a Smith College student, you must report to the Registrar's Office asap and obtain Smith login credentials for Moodle.

Note: The instructor reserves the right to make changes or modification to this syllabus as needed

Week	Topic 1	Topic 2	Info
1 Jan 26	Introduction to the course		
2 Feb 2	Where is Design? Design is Everywhere.	Aesthetics, Form, Function. Is beauty in the eye of the beholder?	Charlene Shang Miller (SCMA) to class
3 Feb 9	"Art & Design in the Ancient Roman World" - B. Kellum (Prof. of Art, Smith College)	Redesigning a Glorious Past: Fascist Rome and the Square Colosseum.	Rome Exhibition (Form and Function)
4 Feb 16	Bomarzo's Park of Monsters and Italian Garden Design.	"Jewelry Design and Production in Florence" Z. Androus (Prof. of Anthropology and Jeweler, Florence)	
5 Feb 23	Hollywood in Rome: the birth of Italian Glamour.	Celebrating Freedom on Wheels: Fiat 500 and the Vespa.	
6 Mar 2	The Florentine Artisans	"Keeping it in the Family: Italian Businesses between Tradition and Modernity" - C. Woollard (Prof. of Business, Florence)	Quiz #1 + Teaching Gallery #2 (Decorative Details)
7 Mar 9	Globalizing Style: <i>Made in Italy</i> as a brand	Design Thinking activity #1	
<u>Mar 11-19, Spring Recess</u>			
8 Mar 23	NO CLASS: A DOCUMENTARY + QUESTIONNAIRE ARE ASSIGNED ONLINE.		
9 Mar 30	Milan on the Rise: Italian Fashion and <i>Le Grandi Firme</i> (Armani, Versace, Dolce&Gabbana, Prada).	Gucci and Ferragamo.	Teaching Gallery #3 (Pattern, Colors, Materials)
10 Apr 6	Fashion - Continued	Design Thinking activity #2	
11 Apr 13	From Luxury to Commodity: Industrial Design for Everyday Life	Italy runs on coffee: from BIALETTI's moka to ALESSI's "Tea & Coffee Piazza."	
12 Apr 20	Post-modernist Style: Ettore Sottsass and the Milan-based Memphis Group.	Piero Fornasetti: Designer of Dreams.	Teaching Gallery #4 (Thinking about Design)
13 Apr 27	The Futurist Cookbook.	Food Design / Designing a Food Experience.	Quiz #2
14 May 4	Final Group Project Presentations		

Note: The instructor reserves the right to make changes or modification to this syllabus as needed

ACADEMIC POLICIES

PROFESSIONALISM AND COMMUNICATION: You are expected to maintain a professional, respectful and conscientious manner in the classroom with your instructors and fellow peers. You are expected to take your academic work seriously and engage actively in the class. Advance preparation, completing your assignments, showing a focused and respectful attitude, expressing effective interpersonal and cross-cultural communication are key for a successful semester. Simply showing up for class or meeting minimum outlined criteria will not earn you an A in this class.

MAKE-UP QUIZZES: Quizzes will not be rescheduled. Pre-arranged travel/anticipated absence does not constitute an emergency and requests for rescheduling quizzes will not be granted.

CELL PHONES, LAPTOPS ETC.: Students who create a disturbance or fail to pay attention in class due to electronic devices, will receive a warning and must immediately put devices away unless otherwise instructed by your professor. Inappropriate usage of your electronic devices or repeat warnings will result in a warning and may lead to a deduction in your grade and/or class dismissal. Students asked to leave class will be marked absent.

Cell Phones: Use of a cell phone for calls, text messages, emails, or any other purposes during class is impolite, inappropriate and not allowed. Students are asked to show common courtesy to others in order to create a positive learning environment and eliminate distractions for everyone. All electronic devices are to be turned off or silenced and placed in your purse, backpack, briefcase, etc. during class time.

Laptops: The use of a laptop may be limited to specific purposes including note taking, as allowed by special needs/academic accommodations, and/or at the discretion of the instructor. The use of a laptop is prohibited during all tests and quizzes, unless otherwise specified by your instructor.

MONITORING GRADES AND ATTENDANCE: You are responsible for monitoring your grades and attendance records throughout the course. Any questions or concerns should be discussed immediately with your instructor. Your grades and attendance records can be accessed in Moodle at any time throughout the semester.

ACADEMIC INTEGRITY: Academic integrity is a core value in this course (as in others). You are expected work independently in the pursuit of knowledge, conduct yourself in an honest and ethical manner and respect the intellectual work of your peers and faculty. You may review Smith College's Honor Code (link on Moodle). Violations may result in serious consequences.