

## **Eco-Social Design for Alpine Areas**

of the Faculty of Design and Art, Free University of Bolzano

enables young creative professionals and researchers to *design sustainable products, services, applications, and communications*, with a particular attention on the environmental, social and economical situation and challenges of the *extended alpine region*.

Students learn to approach *design projects* equipped with a transdisciplinary set of “instruments” from social and environmental sciences, economics and business, technologies and crafts. In the *project-oriented study* theory and practice blend in order to deal with complex questions and develop effective “answers” through the means of design.

The Master works across many types of design, but provides possibilities to specialize in specific skills, discourses and design disciplines.

The teaching, the student's research and design work are carried out in DESIGN PROJECTS, which intergrate various subjects pertaining to Skills & Technology and Science & Discourse.

Subjects of other Faculties and Universities complement the offer, e.g. from the MSc Environmental Management of Mountain Areas at the FUB, Landscape Architecture in Innsbruck or Sociology in Trento.

Design projects take place in the studio, a shared workspace, where designers with various profiles act as supervisors, lecturers and researchers.



**Structure of the curriculum:** *a modular framework that allows individual study careers, with various specializing options*

In the first year students, teachers and researchers do projects within the overall theme of the year, eg. regional development or tourism (in collaboration with external partners). Each project integrates a set of subjects that students choose according to the necessities of their specific work. This allows individual study careers with personal specializations. The course starts with explorations into pan-alpine topics of sustainable developments.

*Per project students choose:*

- Supervising designers
- One or more subjects of the type *Discourse & Science*
- One or more subjects from *Skills & Technology*

SEMESTER	Design Studio	Discourse & Science			Skills & Technology		Other	Language
1 +	<b>Project 1</b> designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated.	<b>Eco-Social Economics</b>	<b>Moderation &amp; Participation</b>	<b>Media Studies</b>	<b>Social Research</b>	<b>Information Design</b>	Offer of other study program*	Language 1
	<b>Project 2</b>	<b>Strategy</b>	<b>Design Research</b>	<b>Life-Cycle-Assesment</b>	<b>Materials &amp; Processing A</b>	<b>User Interface</b>	Offer of other study program*	Language 2
3	<b>Pre-Thesis reflects the focus of the individual study career</b>	Master Colloquium 1	<b>Political Ecology</b>	<b>Cultural Antropology</b>	<b>Ecology</b>	<b>Materials &amp; Processing B</b>	<b>Motion Graphics</b>	* also at other faculties and at partner universities
		Master Colloquium 2						
		Master Colloquium 3						
4	<b>Thesis</b>	Master Colloquium 4						
		Master Colloquium 5						
		Master Colloquium 6						

**Master Colloquia**

The thesis and its preparation are accompanied by *Master Colloquia* in which students present and discuss their work with experts and stakeholders from inside and outside the university. Guests with very different backgrounds are invited (from economy, civil society, research, art, etc.).

This does not only enrich the perspective of the students, but also of the academic staff.

# Cut up individual profiles from the generalist offer

Design  
90h Progetto  
12 cp

Discourse & Science  
15h Lecture + 15h Seminario  
6cp

Skills & Technology  
60h Lecture + 120h Tutoring  
6cp

DESIGN PROJECT designers with various profiles act as supervisors, lecturers and researchers. Other subjects are integrated. ICAR/13	Eco-Social Economics SECS-P/01 W	Moderation & Participation M-PSI/05 W	Media Studies SPS/08 S	Social Research SPS/08 W	Information Design ICAR/13 W	
DESIGN PROJECT designers with various profiles act as supervisors, lecturers and researchers. Other subjects are integrated. ICAR/13	Strategy SECS-P/08 S	Design Research /13	Life-Cycle-Assesment ING-IND/29 W	Materials & Processing A ING-IND/22 W	User Interface INF/01 S	
Pre-Thesis reflects the focus of the individual study career ICAR/13 12cp 90h	Political Ecology SPS/04 S	Ecology BIO/07 W	Materials & Processing B ING-IND/22 S	Motion Graphics INF/01 S		
Thesis 16 cp	Master Colloquium 1 [3cp]	Master Colloquium 2 [3cp]	Master Colloquium 3 [3cp]	Master Colloquium 4 [3cp]	Master Colloquium 5 [3cp]	Master Colloquium 6 [3cp]

Per project (including pre-thesis) students choose :

Supervising designers

3 + 1      2 + 1

The following slides show possible study careers of hypothetical students (personas) and their individual focus

# FROM SOCIAL WORK TO THEORY

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *"LABORATORIO PROTETTO"*  
ICAR/13

**Moderation & Participation**  
M-PSI/05

**Design Research**  
ICAR/13

**Materials & Processing B**  
ING-IND/22

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *GAME AS SOCIAL EXPERIMENT*  
ICAR/13

**Cultural Antropology**  
M-DEA01

**Media Studies**  
SPS/08

**User Interface**  
INF/01

**Pre-Thesis**  
reflects the focus of the individual study career  
ICAR/13 12cp 90h

Master Colloquium 1 [3cp]

Master Colloquium 2 [3cp]

Master Colloquium 3 [3cp]

**Eco-Social Economics**  
SECS-P/01

**Ecology**  
BIO/07

**Social Research**  
SPS/08

**Thesis**  
16 cp

Master Colloquium 4 [3cp]

Master Colloquium 5 [3cp]

Master Colloquium 6 [3cp]

*GAME AS SOCIAL EXPERIMENT*

~~PRODUCT DEVELOPMENT, PRODUCTION & MARKETING~~  
 LOCAL ECONOMIC CYCLES

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated.  
 ICAR/13 *COMMUNICATING LOCAL INITIATIVE*

**Moderation & Participation**  
 M-PSI/05

**Eco-Social Economics**  
 SECS-P/01

**Social Research**  
 SPS/08

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated.  
 ICAR/13 *PRO LOCALLY PRODUCED PRODUCTS*

**Cultural Antropology**  
 M-DEA01

**Strategy**  
 SECS-P/08

**Materials & Processing B**  
 ING-IND/22

**Pre-Thesis** reflects the focus of the individual study career  
 ICAR/13 12cp 90h

- Master Colloquium 1 [3cp]

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- Master Colloquium 2 [3cp]

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- Master Colloquium 3 [3cp]

**Life-Cycle- Assesment**  
 ING-IND/29

**Design Research**  
 ICAR/13

**Materials & Processing A**  
 ING-IND/22

**Thesis**  
 16 cp

- Master Colloquium 4 [3cp]

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- Master Colloquium 5 [3cp]

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- Master Colloquium 6 [3cp]

*PRODUCT DEVELOPMENT  
 PRODUCTION  
 MARKETING*

# OPEI & INTERACTIVE

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *OPEI SOURCE PROD. DEV.*  
ICAR/13

**Eco-Social  
Economics**  
SECS-P/01

**Ecology**  
BIO/07

**Information  
Design**  
ICAR/13

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *INTERACTIVE  
INSTALLATION IN PUBLIC SPACE*  
ICAR/13

**Media  
Studies**  
SPS/08

**Cultural  
Antropology**  
M-DEA01

**User  
Interface**  
INF/01

**Pre-Thesis**  
reflects the focus of the  
individual study career  
ICAR/13 12cp 90h

Master Colloquium 1 [3cp]

Master Colloquium 2 [3cp]

Master Colloquium 3 [3cp]

**Moderation  
& Participa-  
tion**  
M-PSI/05

**Design  
Research**  
ICAR/13

**Social  
Research**  
SPS/08

**Thesis**  
16 cp

Master Colloquium 4 [3cp]

Master Colloquium 5 [3cp]

Master Colloquium 6 [3cp]

*STREET ART &  
COOPERATIVE KNOWLEDGE  
PRODUCTION*

# "COMPLEX ISSUES"

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *COMMUNICATING COMPLEX ISSUES*  
ICAR/13

**Eco-Social Economics**  
SECS-P/01

**Ecology**  
BIO/07

**Information Design**  
ICAR/13

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *CAMPAIGNING COMPLEX ISSUES*  
ICAR/13

**Strategy**  
SECS-P/08

**Political Ecology**  
SPS/04

**Media Studies**  
SPS/08

**Motion Graphics**  
INF/01

**Pre-Thesis**  
reflects the focus of the individual study career  
ICAR/13 12cp 90h

Master Colloquium 1 [3cp]  
Master Colloquium 2 [3cp]  
Master Colloquium 3 [3cp]

**Moderation & Participation**  
M-PSI/05

**Social Research**  
SPS/08

**Thesis**  
16 cp

Master Colloquium 4 [3cp]  
Master Colloquium 5 [3cp]  
Master Colloquium 6 [3cp]

*PLATFORM FOR COMPLEX ISSUES*

Matthias: Enable Understanding of Complex Issues



# G A I A

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *INTERSPECIES DESIGN*  
ICAR/13

**Ecology**  
BIO/07

**Moderation & Participation**  
M-PSI/05

**Eco-Social Economics**  
SECS-P/01

**Materials & Processing B**  
ING-IND/22

**DESIGN PROJECT** designers with various profiles act as supervisors, lecturers and researchers. Other subjectes are integrated. *COMMUNITY DEVELOPMENT*  
ICAR/13

**Cultural Antropology**  
M-DEA01

**Political Ecology**  
SPS/04

**Motion Graphics**  
INF/01

**Pre-Thesis**  
reflects the focus of the individual study career  
ICAR/13 12cp 90h

Master Colloquium 1 [3cp]

Master Colloquium 2 [3cp]

Master Colloquium 3 [3cp]

**Design Research**  
ICAR/13

**Materials & Processing A**  
ING-IND/22

**Thesis**  
16 cp

Master Colloquium 4 [3cp]

Master Colloquium 5 [3cp]

Master Colloquium 6 [3cp]

*"COME TOGETHER"*

# Career Prospects for Eco-Social Designers

With a degree from the MA in Eco-Social Design careers can be pursued in various fields related to sustainability, ecology, social and regional development, focussing on the design of products, services, spaces and platforms, on education, campaigning, social media, publishing, brand communication or public relations. Within such a framework alumni find well-established professions like *designer* or *consultant* related to different design specializations such as product design and development, information design, (audio)visual communication, interaction design, design for exhibitions and for public space. But also emerging roles such as that of the *facilitator*. The latter, through her/his design competences related to one or more of the design disciplines, is able to develop processes and devices (from more visual ones to more tangible and habitable ones) that allow to mediate between actors of a community or of an organization on various scales (local, regional and transregional). Especially this last career prospect will not be focused on one of the design

disciplines, but in the knowledge and management of many of them, in order to design the more suited devices and processes for the specific issues and habitats that are at stake within a specific situation.

If the established design-related professions can find an employment and commissions among more traditional employers, from studios and agencies to companies and corporations, *facilitators* should find employment and commissions from the public sector as well as from NGOs and from groups stemming from civil society like associations, cooperatives and movements.

The course focus on alpine habitat is an opportunity to anchor learned knowledge, competences and skills to a specific, complex and fragile context where it will be possible to turn them into a professional activity. It is as well a chance to understand how to relate knowledge, competences and skills to any kind of context, so that the focus does not have to be taken as a limit, but as a resource for grounding the profession also in habitats which differ from the alpine one.

# Career Prospects for Eco-Social Designers: Facets

Sustainability is not only a necessity, but also a trend developing alongside emerging markets, and with innovative ways of organizing corporation, resources and deliberation. With this trend and with the associated social change, new markets and business practices are emerging. The rise of “Corporate Social Responsibility (CSR)”, of ethical consumerism, of eco-efficient solutions and of social entrepreneurship leads to a growing demand for designers with related competencies – not only in companies, but also in public administrations, NGOs, cooperatives and other social-economic organizations and communities. Career prospects of Eco-Social Designers have many facets that can be combined in multiple professional profiles, projects and jobs.

ROLES	DESIGN DISCIPLINES	FIELDS	EMPLOYERS / CLIENTS / PARTNERS
Designer	Information Design	Community Development	Public Services
		Regional Development	Companies
	Interaction Design	Organisational Development	Communication Agencies
Consultant	(Audio)Visual Communication	Education	Design Studios
		Marketing Communication	NGOs
Facilitator	Product Design	Campaigning	Civil Society Organizations
	Exhibit Design	Branding	Self-Employed
Researcher		Design for Public Space	Public Relations
	Social Media		Institutions of Education and Research
	Publishing		
		Education	

## **Alternative Titles**

*Master in Arts in ...*

Eco-Social Design

in Alpine Areas

Transformative Design

for Alpine Areas

Design for Societies and Sustainability

in Alpine Environments

Transition Design

in Alpine Habitats

Design Transformations

in alpinen Lebensräumen

The Master in Arts (MA) / Laurea Magistrale in

# **Eco-Social Design for Alpine Areas**

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*Feedback and expressions of interest are welcome!*

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drawing on inspirations and contributions of an ever growing network of partners, colleagues and friends.

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