

REPORT AL RIENTRO DELL'ESPERIENZA DI SCAMBIO - A.A.
2014/2015

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| _Stato | |
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| _Semestre svolto all'estero | 2° |

Testo

During my exchange program at RMIT, I have taken course with the subjects of interaction design, user centered design, branding, art direction and design process. Doing this exchange has given me the flexibility to give a personal direction to my career in the Product Service System Design (PSSD) program. This chance to take courses in another school let me to lead my career in a direction where I could combine my PSSD program with my bachelor's degree subject "graphic design". Overall, it became a complementary experience to my academic career and gave me global insights for deciding and directing my future career.

In "Type and Identity" course, we practiced creating solutions to the visual communication problems. I have designed a brand called "Qube" which is flavored ice that can be delivered to the users upon orders through mobile application. In this course, I have applied also my PSSD knowledge designing a product and service system. Then, I have designed a brand, packaging, and mobile application in response to communication problems analyzing client-based and user-based audiences and contexts, including the recognition of the physical, cognitive, cultural, environmental and social human factors. This was a great practice for me where I can combine graphic design, branding, service design and PSSD knowledge and skills.

I have also taken an "Art Direction" course, which is also available to PSSD student at Politecnico as an elective course due to its importance in PSSD. In this course, I have learned how to add aesthetic value and clarity to our ideas and worked on projects varying from self-promotion to promoting an event of RMIT course. In this course, we worked on the projects sometimes in groups which gave me an experience in working with people completely coming from different backgrounds. All these practices gave me more skills to be more compatible and successful in the global design world. It was a very useful course which can also help me to increase my employability in this field of Art Direction.

In the "Graphic Design Process", we have worked on design process and created a personal project applying these design process techniques. I developed my design skills with a broad international sensibility within a theoretically and conceptually. During the course, we undertook a creative project and reflected on its success in order to evaluate the contribution of design process

to visual communication. It was great for me to see different approaches to the design process (comparing the Politecnico and RMIT approach). This course has helped me to increase my skills and library for methods and tools for design process. In the end of the course, we have created unique projects where we reflected our own personality and created a publication with the outputs from this projects. In my own project, I started with architecture and typography theme and at the end of the design process, I created a publication about "Depth in Design" creating unique typographic 3D models and curating them in a meaningful way within an academic frame. It was a very helpful and unique course which I have experienced contributing the world through my own personality and creativity.

The forth course I took during the exchange was the "User-Centered Design." It was technical course where we understand the users; and design successful and useful interactions helping companies and users communicate and accomplish their tasks flawlessly. In this course, we focused on the needs of end users, limitations of end users, preferences of end users, and business objectives. I have worked on projects developing interactive systems with a focus on user-centred design and usability principles. I learned about what characteristics of a user interface can make it easy or hard for people to use, and how to design user interfaces that take into account human capabilities and constraints. In the projects, I have done user-testing and other methods to understand users and I have designed user-interfaces for a learning system as well as for a smart-watch app. The learnings in this course were very useful as the subjects very very up-to-date. As user-centered design is also in the core of PSSD, studying this course at RMIT in a more technical way from the interaction design point of view gave me chances to compare and understand this very important subject more deeply. In this course also, I worked mostly in groups and learned about planning and executing user-centered design in a multinational design team with team players from different backgrounds, fields (including engineers) and cultures.

Being in a school on the other part of the world gave me different perspectives for looking at my academic subjects and the world in general. As I traveled to other cities and visited museums/cultural venues, it increased my global knowledge and experiences. As RMIT is a very international school, I have built worldwide connections meeting people from all around the world. I am very thankful to Politecnico for giving me the chance to study in the best design school of Australia, which is located in a city chosen to be the most livable city in the world. I have done there my best to represent the Politecnico School as a student by showing high academic success and promoting it to the community there. I also hope to payback to the Politecnico di Milano Family by bringing these connections I built there to the Politecnico Community as well as academically by reflecting my learnings in my PSSD thesis.

Autorizzo al trattamento dei miei dati personali ai sensi del Decreto Legislativo n. 196/03 da parte del Politecnico di Milano.

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