

DIGITAL PRODUCT DESIGN SUMMER PROGRAM

A journey into Italy's longstanding maker culture, designed for the citizens of tomorrow

A learning program developed in cooperation between the Fashion Institute of Technology of New York and H-FARM.

H-FARM, the most important Italian Startup Accelerator and European leader in Innovative Digital Education, is pleased to present its two-weeks course in Digital Product Design Summer Program to be held at H-Campus in Venice. This summer program is realized in partnership with the **Fashion Institute of Technology (F.I.T)** of New York and is open to under and post-graduate students from all over the world. At this intensive course, they will explore the actual panorama of innovation with a focus on Digital Marketing and Interaction Design.

«We prepare students for a future that we can't imagine yet, fostering their humanity, investing in their talent, putting the power of art and technology into their hands, empowering them to invent and create», Carlo Carraro - President, H-FARM Education.

Objectives

In this two-week course participants will have the opportunity to learn the basics of digital product development: through User Experience and User Interface Design methods they will be able to define the better technique to manage their project, from the marketing plan to the branding process.

Approach

The course adopts a multidisciplinary approach, develops a spirit of collaboration, and delivers new experiential, hands-on methodologies. All the workshop activities and trips have a strong experiential and non-conventional component, in line with our educational philosophy. The program is structured in a series of frontal lessons and workshops delivered by professors of the Fashion Institute of Technology of New York and of H-Farm Education. We are proud to have **Professor C. J. Yeh**, a F.I.T world-renowned expert in digital branding and interactive media, and **Professor Christie Shin** who is a F.I.T's expert in typography and digital product design.

What do students do?

- Be engaged in real world challenges
- Build (problem solving) skills
- Bond through teamwork
- Create their own project (product /service)
- Learn while having fun & experience (visits)
- Explore new fields as possible future paths
- Discover how startups work

Lectures schedule

The program offers a full agenda including 10 days of lectures, 8 workshops, 3 individual team critics and 4 presentation/group critics as well as a set of extra activities.

DAY 1 & 2 - INNOVATION SCENARIO

The first two days, students will get an overview of the first steps and problems one has to deal with when it comes to shape an idea/product.

Timetable Day 1:

9.30 AM - 1 PM – ICEBREAKER
1 PM - 2 PM – LUNCH
2 PM - 6 PM – WORKSHOP 1
4 PM - 6 PM – INNOVATION SCENARIO CORNER

Timetable Day 2:

9 AM - 10 AM – H-FARM INNOVATION TOUR
10 AM - 1 PM – LECTURE
1 PM - 2 PM – LUNCH
2 PM - 6 PM – WORKSHOP 2

Lecture/Discussion Topics :

- Are you solving the right problems?
- Research methods and analytics
- Personas, journeys, and scenarios

DAY 3 - USER EXPERIENCE DESIGN

The second module is designed to give students an overview of the User Experience Design. When it comes to create a new product or launching an idea of startup, in both cases you have to be focused on your final goal bearing in mind the experience of your consumers.

Timetable:

9 AM - 1 PM – PRESENTATION/LECTURE
1 PM - 2 PM – LUNCH
2 PM - 6 PM – LECTURE/WORKSHOP

Lecture/Discussion Topics:

- User experience (UX) vs user interface design (UI)
- Information architecture
- User flows & navigation
- Rapid prototyping usability testing

DAY 4 & 5 - PROTOTYPING, USABILITY AND INNOVATION

At this point of the course students will test all their organizational and team-building skills.

Timetable Day 4:

9 AM - 1 PM – WORKSHOP
1 PM - 2 PM – LUNCH
2 PM - 6 PM – INDIVIDUAL TEAM CRITIC

Timetable Day 5:

9 AM - 1 AM – PRESENTATION GROUP CRITIC
1 PM - 2 PM – LUNCH
2 PM - 5 PM – PRESENTATION GROUP CRITIC
5 PM - 6.30 PM – INNOVATION SCENARIO CORNER

Lecture/Discussion/Workshop Topics:

- Artificial Intelligence and machine learning
- Internet of Things

DAY 6 & 7 - VISUAL, LAYOUT AND BRANDING

In this module, participants will start implementing the communication pattern for their project. Through the understanding of the User Interface frameworks and the Branding processes, they will develop the right awareness on the importance of design.

Timetable Day 6:

9 AM - 1 PM – LECTURE
1 PM - 2 PM – LUNCH
2 PM - 6 PM – WORKSHOP 1

Timetable Day 7:

9 AM - 1 PM – PRESENTATION/GROUP CRITIC LECTURE
1 PM - 2 PM – LUNCH
2 PM - 6 PM – WORKSHOP 2

Lecture/Discussion Topics:

- Screen-based typography
- Responsive layout design
- UI design framework and best practices

DAY 8 & 9 - WORKSHOPS

With the final workshops, the students work to deliver the best solution in terms of product/service.

Timetable Day 8:

9 AM - 1 PM – WORKSHOP
1 PM - 2 PM – LUNCH
2 PM - 6 PM – INDIVIDUAL TEAM CRITIC

Timetable Day 9:

9 AM - 1 PM – WORKSHOP
1 PM - 2 PM – LUNCH
2 PM - 6 PM – INDIVIDUAL TEAM CRITIC

Workshop Topics:

- UI Design and Hi-fidelity Prototype
- Final Presentation Preparation

DAY 10 - PRESENTATION

At the final presentation, teams can test their performance of public speaking, presenting their work to the Accelerator Team in H-FARM.

Timetable Day 10:

- 9 AM – 1 PM – GROUP CRITIC
- 1 PM – 6 PM – VENICE EXPERIENCE
- 7.30 PM – INNOVATION DEMO DINNER

Logistic Info

— Classes will be based at H-Campus, H-FARM's education facility near Venice, a place where students, teachers, managers, entrepreneurs live side-by-side, creating connections, opportunities and generating ideas. Making the future a beautiful vision.

— Duration

10 full days of lessons & workshop activities + Innovation scenario corners + Venice experience + Innovation demo dinner

Check-in: Sunday night

Check-out: Saturday after

Starting dates:

From July 2 to 14, 2018

Fees:

€ 2,700.00 per student

A 10% discount is offered for a group of at least 15 students

Our program is all inclusive: (except flights & visa, nonetheless we can help)

- All meals (breakfast, lunch, dinner)
- Accommodation
- All transport from/to airport pickup from/to H-FARM
- All domestic transfers and transportation on tour
- Premium insurance and accident coverage
- All learning materials
- Final innovation demo dinner

About the Fashion Institute of Technology of New York

The Fashion Institute of Technology of New York (F.I.T) is one of the most important academic institutions of the State of New York (it belongs to the SUNY family). Its mission is in tune with the needs, talents, and desires of our students, faculty, and partners. Its long, storied history is the ballast to its bright, innovative future. F.I.T. prepares students for professional excellence in design and business through rigorous and adaptable academic programs, experiential learning and innovative partnerships. A premier public institution in New York City, F.I.T. fosters creativity, career focus, and a global perspective and educates its students to embrace inclusiveness, sustainability and a sense of community.

About H-FARM

Founded in January 2005, H-FARM progressively adopted a model that brought together education, investments in innovative startups, and business consultancy in the same innovation-oriented ecosystem. In the last 10 years, H-FARM invested €25M to support the development of 105 innovative companies, helped over 100 of the most important international brands to take advantage of the opportunities made possible by digital transformation, and educated more than 3,000 students in its digitally-oriented business and entrepreneurship programs. Structured like a university campus, it is destined to become the most important innovation hub in Europe. H-FARM employs more than 530 people in 5 different locations in Italy and is considered a singularity at the international level.