

80. SUSTAINABLE PACKAGING AND FOOD DESIGN	
First level	
Department of Architecture (DIDA)	
Course coordinator	Marco Marseglia
Organizing committee	Marco Marseglia Giuseppe Lotti Gianpiero Alfarano Stefano Follesa Irene Fiesoli
Contact person for information regarding course organization, the schedule of classes and course content	Marco Marseglia marco.marseglia@unifi.it
Practical-professional profile of the course and reference job market	<p>The Master aims to provide students with knowledge relating to packaging design and food design, from planning to execution, with particular reference to sustainability issues and the paper system (materials and processes). The teaching plan integrates basic knowledge relating to agri-food supply chains and food sciences with in-depth knowledge, methods and tools of packaging, branding and food design with particular attention to environmental and territorial issues.</p> <p>In particular, the course aims to train a professional figure capable of working strategically for the packaging sector with particular reference to food design - not only food design but also the design of objects and spaces for the food sector.</p> <p>The trained figure will be able to find employment in professional studios (creative direction) or in technical/creative studios within companies in the sectors involved.</p> <p>To this end, the training activities will be divided into 4 training modules (introduction, fundamentals, packaging design, food design) and 2 DESIGN LAB/Project Work modules as well as an internship to be carried out in a company or in professional studios.</p> <p>At the end of the course the learners will have acquired the following knowledge/skills/skills: skills relating to packaging design from the conception of the concept to the executive project, skills relating to branding and communication design, ability to generate innovation in the packaging and food sector (not only design of products but also of objects for food), knowledge/s relating to the agri-food and paper supply chains, paper manufacturing and printing systems as well as humanistic knowledge related to the consumption and aesthetics of products.</p>

Admission qualifications	<p>A bachelor's or master's degree or single-cycle degree awarded under the university system governed by Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 in:</p> <ul style="list-style-type: none"> - L-1 Cultural Heritage; - L-3 Disciplines of Figurative Arts, Music, Entertainment and Fashion; - L-4 Industrial Design; - L-5 Philosophy; - L-9 Industrial Engineering; - L-10 Letters; - L-17 Architectural Sciences; - L-18 Economics and Business Management Sciences; - L-20 Communication Sciences; - L-25 Agricultural and Forestry Sciences and Technologies; - L-26 Agro-Food Sciences and Technologies; - L-32 Science and Technologies for the Environment and Nature; - L-33 Economic Sciences; <p>Single-cycle master's degree in:</p> <ul style="list-style-type: none"> - LM-4 Architecture and Building Engineering – Architecture (five-year); - LM-6 Biology; <p>II level degree obtained in one of the classes:</p> <ul style="list-style-type: none"> - LM-12 Design; - LM-15 Philosophy, Literature and History of Antiquity; - LM-29 Electronic Engineering; - LM-32 Computer Engineering; - LM-70 Food Science and Technology; - LM-69 Agricultural Sciences and Technologies; - LM-92 Communication Theories; - LM-88 Sociology and Social Research; - LM-61 Human Nutrition Sciences; - LM-65 Entertainment Sciences and Multimedia Production; - LM-77 Business Economic Sciences; <p>Degree obtained according to the previous system in:</p> <ul style="list-style-type: none"> - Architecture; - Industrial design; - Economy; - Engineering; - Marketing; - Communication Sciences; - Agricultural sciences and technologies; - Food sciences and technologies
Admission procedure	Selection based on qualifications combined with a selective test, aimed at verifying the candidate's motivational level. The test will consist of an interview.
Duration	12 months
Teaching methods	Mixed teaching method with online lessons on a synchronous platform. For some modules require attendance (project work and design courses).
Language the course will be delivered in	Italian
Attendance requirement	75% + mandatory final project work
Course location	Design Campus di Calenzano (FI) in via Sandro Pertini 93 e la sede di S. Teresa in Via della Mattonaia n.14 Firenze
Foreseen lecture days	Lessons will take place on the first three days of the week

Exam procedure and schedule	Proficiency checks will be carried out at the end of each module (approximately every 2 months).
Final exam	The final test consists in the definition of a project document accompanied by a report and a dossier of the work carried out during the course to be presented during an interview to a commission appointed by the Organizing Committee. The final test is individual, to be carried out with the guidance of a teacher as supervisor.
Number of available places and enrolment fees	
Full-fee students	
Minimum no. of places	8
Maximum no. of places	40
Enrolment fee	5000 euro
Free supernumerary places	
UNIFI employees	2
Single modules	
Maximum no. of places	3
Enrolment fee	€85,00/credit
Admission requirements for individual modules	To be admitted to attend single modules you must have any first level degree.
Admission procedure	The selection of candidates for enrollment in individual modules, if the number is greater than the number of places available , consists of: CV evaluation and interview
Description of traineeship activities and training objectives	<p>The internship can be carried out either in a company or in professional offices. In the first case, companies can be of two types:</p> <ol style="list-style-type: none"> 1. production of paper converting and printing for packaging with the aim of acquiring technical knowledge relating to the different types of printing and packaging supports. Specifically, the activities will concern vector graphics up to the final printing of the packaging. 2. Production of food and other products (confectionery companies, pasta producing companies, wineries, olive growing companies, agricultural companies in general, other types of food product producing companies). In this case the objective is to acquire knowledge relating to the development of a food product and its marketing (from concept to packaging) by developing skills and knowledge relating to strategic design and territorial marketing. The activities concern product development from concept to marketing - branding and communication -. <p>In the case of professional studies, learners will acquire skills relating to the art and creative direction of companies that deal with the production of food products, developing skills and knowledge relating to branding and product image. The activities concern product development (food and packaging) and communication.</p>