COURSE: **Tecnologie e Linguaggi della Comunicazione (LM59)**

THEACHING: **Service & Innovation Design**

CFU: 9

SUBDIVISION IN MODULES: (6CFU prof. Fabio Corsini + 3CFU Prof. Andrea Parente)

YEAR OF STUDY: II year

PROFESSOR NAME: Fabio Corsini, Giovanni Andrea Parente

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RECEPTION HOURS: send email to teachers to arrange an appointment.

TEACHING LEARNING OUTCOMES:

The teaching aims to make the student achieve the following learning outcomes.

1. With reference to knowledge and understanding, the course aims to explore and make understand the methodologies of Service Design and Branding intended as the design of processes and ecosystems composed of material and intangible elements aimed at increasing the value perceived by the user. / consumer when it interacts with a service provider / brand.
In a broader sense, we will explore how Design Thinking - understood as a multidisciplinary perspective able to hold together design, marketing with communication and media studies - can be used to trigger innovation and value creation processes in various fields.

2. With reference to the knowledge and understanding skills applied, students are asked to carry out a project work for which they will have to apply the theoretical knowledge acquired and make an analysis of the platforms, not only digital, through which the consumer/user f experiences a product /service/brand.

3. With reference to independent judgment, the course aims to not only provide practical skills, but also to stimulate students to acquire a critical spirit capable of better understanding the behavior of institutions. This critical sense is also necessary for the realization of the project work in the analysis part.

4. With reference to communication skills, students are also asked to publicly present the project work, thus putting them in a position to understand the importance (and methods) of organizing the contents, as well as the performative aspects that maximize the effectiveness of a presentation. .

DETAILED PROGRAM

The course aims to deepen the issues related to service design, analyzing both the fundamental theoretical aspects, as well as the methodologies and areas of application.

In the first part of the course the role of the service designer, his objectives and the activities he is called to carry out within the different contexts in which he operates will be studied in depth. In addition to describing this, a broader contextualization will be provided, which can contextualize service design also as a field of action research that brings together numerous disciplinary approaches capable of relating design, marketing, branding and communication and media studies.

In the second part of the course, more laboratory-based, the main methodologies and main tools of service design will be analyzed: customer journey maps, usability heuristics, expert analysis, benchmark analysis, user tests, evaluation scales, workshops, etc.

As a connecting element between the first and the second part, the concept of brand (as an entity that provides services and creates value) will be focused on analyzing its structural elements (identity and image) as well as some of its behaviors (focusing on communication).

At the end of the course the student will therefore have a full awareness of the objectives of a service designer and of all the different methodologies available to him in ux research activities capable of supporting organizations and companies.

METHOD OF CARRYING OUT THE EXAM

The teaching activities will be conducted both through lectures, in which the fundamental concepts, theories and reference methodologies will be illustrated, and where various case studies will be presented and commented, and in which comparison and interaction with the students will be sought. students, and through the practice of laboratory activities, in which the skills acquired in the lectures can be put into practice. Part of the lessons will in fact be dedicated to the development of the project work that students will have to create and present at the end of the course.

TEACHING EVALUATION CRITERIA

With reference to knowledge and understanding, the final exam will assess how much the student has learned the theoretical and conceptual aspects, as well as the specific language of the discipline.

With reference to the application of the knowledge and skills acquired, the exam, mainly in its project work part, will evaluate how and to what extent the student was able to apply the knowledge and information presented and discussed in class.

With reference to communication skills, the final exam will evaluate the student's ability to organize and structure the learned contents in a coherent presentation, as well as the way in which (i.e. the delivery) such contents are presented and displayed.

FINAL VOTE ALLOCATION CRITERIA

Attending students:
The evaluation method includes a written theoretical test on the course materials and the text indicated (40% of the final grade) and the evaluation of the presentation of a project, the topic of which must be agreed in advance with the teachers (remaining 60% of the final grade).

The assessment procedure includes an oral test on the exam texts indicated.

MATERIALE DIDATTICO

Attending students:

R. Tassi, #Service Designer. Un progettista alle prese con sistemi complessi, Franco Angeli, 2019
In-depth materials and lecture notes that will be made available by the teachers

Non-attending students:

R. Tassi, #Service Designer. Un progettista alle prese con sistemi complessi, Franco Angeli, 2019
In-depth materials and lecture notes
M. Stickdorn, M.E. Hormess, A. Lawrence, J. Schneider, This is Service Design Doing, O'Reilly, 2018

ADVICE FROM THE TEACHER

Participate actively and constructively in the lessons; try to validate the knowledge learned during the lessons through their daily experiences.