

ACADEMIC DIDACTIC REGULATIONS

Bachelor's Degree in DESIGN AND COMMUNICATION

1. Definitions

For the purposes of these regulations:

- a) School is the Polytechnic School and the Basic Sciences of the University of Campania "Luigi Vanvitelli";
- b) Regulations on Didactic Autonomy, hereinafter referred to as RDA, are the Regulations containing the regulations concerning the Teaching Autonomy of the Universities referred to in D.M. of 3 November 1999, n. 509 as amended and replaced by Ministerial Decree of 23 October 2004, n. 270;
- c) Statute is the Statute of the University of Campania "Luigi Vanvitelli";
- d) General Regulations are the General Regulations of the University of Campania "Luigi Vanvitelli";
- e) University Didactic Regulations (UDR) are the Regulations approved by the Second University of Naples, pursuant to Law 240/2010, issued with DR n. 840 of 9 September 2013;
- f) Ministerial Decrees, hereinafter referred to as MD, are the Decrees M.I.U.R. March 16, 2007 for the determination of the university degree classes and the master's degree classes;
- g) Bachelor's Degree is the Degree Course for the three-year Bachelor's Degree in "Design and Communication";
- h) Qualification is the academic qualification of Bachelor's Degree in "Design and Communication";
- i) Departmental Teaching Coordination, the group consisting of the Presidents of the Degree Courses of the Department of Architecture and Industrial Design and the Director of the same or by one of his Delegates;
- l) for all other definitions not explicitly referred to, please refer to the University Academic Regulations.

2. Name of the Bachelor's Degree course and class to which it belongs

The name of the degree course, belonging to Class L4, is a Bachelor's Degree in "Design and Communication".

The Bachelor's Degree (CdS) is organized in accordance with the relevant Educational System regulated in the University Teaching Regulations.

3. The Bachelor's Degree in synthesis

The three-year Bachelor's Degree in "Design and Communication" forms designers capable of investigating contemporary scenarios, identifying latent needs and conforming responses in terms of tangible and intangible products and services.

The three learning paths regard the product, the space, the communication.

The degree course pursues the dual objective of structuring methods/processes/prototypes/products and appropriate communication.

The Bachelor's Degree in "Design and Communication" of the Department of Architecture and Industrial Design is based in Aversa, Abbey of San Lorenzo ad septimum.

4. Structure of the Bachelor's Degree Course

The Bachelor's Degree lasts three-year, with a total of 180 university credits (ECTS) and does not include curricula.

Specifically, the Bachelor's Degree is structured over three years: the first consisting of 60 ECTS, the second 58 ECTS and the third 62 ECTS. The Course Outline consists of courses which, at the end of the course in the classroom, provide for an assessment by the Lecturer according to the type of exam (positive with a mark from 18 to 30 and 30 with honours) or Pass/Fail (without a mark).

To optimize and facilitate the learning of the educational objectives of the Bachelor's Degree Course, the didactic calendar includes 2 Quadrimesters per year, each of which includes 3 courses with an exam and a maximum of two further Pass/Fail courses. This structure has been designed in such a way as to allow the student to follow the courses (compulsory attendance) and take the final exam and/or pass/fail exam without having any missing credits and in order to graduate within the legal duration of the course, i.e. In Corso. The two four-month periods provide monthly intervals in which to take the exams and the qualifications. Students "in corso" (i.e. those who are enrolled in the Bachelor's Degree course during the legal duration of the same) are assured a number of exam sessions according to the law, while out-of-course students (i.e. those who are enrolled beyond the legal duration of the Bachelor's Degree and therefore in the condition of being free from the obligation of course attendance) have monthly exam sessions to recover. The class schedule is designed to encourage students and allow them to compact attendance and to have free working days to carry out individual study (i.e. what the student does not do in the classroom), to carry out the internship, any inspections and events organized by the Department.

It is possible to access the final exam after acquiring 176 credits; this final exam (4 CFU) is integrated into the curricular internship path (8 CFU) and takes place in collaboration with the company hosting the graduand.

The Course Programming Document will indicate each year the courses activated and the division of the same between the various years of the degree course.

5. Specific educational objectives of the Bachelor's Degree Course

The course, in accordance with the qualifying educational contents of the class, has the following specific objectives: to structure methods/processes/prototypes/products and appropriate communication. The focus is e-duco/pro-duco: e-duco in the meaning of extracting, nourishing, nurturing the attitude to the project of each student and pro-ducing in the meaning of promoting, generating, creating products/services that meet 6 requirements: 3F (Form, Function, Feasibility) + 3E (Ecology, Economy, Empathy).

Form, external connotation resulting from a clear and conscious design evolution; Function, appropriate use of the product in the man/environment relationship; Feasibility, analysis of the structure necessary and sufficient for the conformation of the product; Economy, from "oixonomia" or right distribution of the parts, also with respect to the cost-benefits of the product; Ecology, benevolent relationships between man and environment determined by the use of the product; Empathy, inner resonance of aesthetic objects.

6. Professional profiles and possible career and employment opportunities for graduates

The learning path allows the graduate to gain experience that will favour his/her job placement in the productive sectors characteristic of Design and Communication.

The Bachelor's Degree includes the following career opportunities: Designer, Product designer, Pharma food designer, Lighting designer, Interior designer, Store designer, Exhibit designer, Media strategy designer, Graphic designer, Mobility designer, LANDesigner, Urban Landscape designer.

Graduates in Design and Communication can continue their studies at the same Department that offers two different Master's Degree Courses for this purpose:

LM- 12 Master's Degree in "Design and Innovation with three curricula: Product, Communication, Fashion"

LM- 4 Master's Degree in "Architecture - Interior Design and for Autonomy APIA" (course in English) which can be accessed following an integration of 36 ECTS in specific subject areas

The Course prepares for the professions of (ISTAT codifications):

Artistic creators for commercial purposes (excluding fashion) - (2.5.5.1.4)

Graphic Designers - (3.4.4.1.1)

Stage fitters - (3.4.4.1.2)

7. Expected Learning Outcomes

Knowledge and understanding

The Bachelor's degree in "Design and Communication" will be awarded to students who demonstrate a knowledge of developing projects for industrial products, services and communication systems, with particular attention to the issues of the environmental and social impact of project activities, productive and consumption methods.

The graduate in "Design and Communication" must acquire the knowledge related to the principles, strategies, tools and methods that characterize the field of product and service design and visual communication. This knowledge must concern both the evolutionary processes that have characterized the development of the disciplinary field of design in the past, and the most recent and innovative visions and developments. In particular, the Degree Course aims to train figures with a specific propensity for the project in terms of sustainable innovation according to the most recent approaches and methods of "design for environmental sustainability".

The procedures for verifying the expected results are the mid-course tests and workshops carried out in the quadrimester; the didactic tools - while diversifying in the different teachings - are the participation of students in conferences, lectures, seminars, visits to companies, workshops, as well as participation in national and international competitions.

Applied knowledge and understanding

The Bachelor's degree in "Design and communication" will be awarded to students who are able to apply the theoretical knowledge acquired on culture, methodologies and principles of design and communication, to project activity. This application must be able to take place at all stages of the product and service project, verifying the requirements necessary for the design of the 3F + 3E industrial product and communication.

The products will respond to the tripod of the architecture of the Vitruvian canons - form, function, technique/feasibility - and to three further necessary requisites, ecology, economy, emotion. The form intended as an external connotation, the result of a clear and conscious design evolution; the function, appropriate use of the product in the man/environment relationship; the feasibility, analysis of the structure necessary and sufficient for the conformation of the product, the economy, oixonomia or fair distribution of the parts, also with respect to the cost-benefits; the ecology given by the benevolent relationships between man and environment determined by the use of the product; the emotion, understood as the intense emotional reaction that can generate new and healthy modalities of virtuous behaviour while respecting the environment.

The procedures for verifying the expected results are the mid-course tests and workshops carried out in the quadrimester; the didactic tools - while diversifying in the different teachings - are the participation of students in conferences, lectures, seminars, visits to companies, workshops, as well as participation in national and international competitions.

Autonomy of judgment

The Bachelor's degree in "Design and Communication" will be awarded to students who have acquired independence of judgment and critical ability in relation to the design and evaluation of the design project, specifically described as follows:

a) graduates must demonstrate the ability to process data and information relating to the different sectors of design project culture, highlighting a critical view of history and design theory, as well as contemporary artistic languages in general.

The capacity is stimulated from the first year, acquiring the fundamentals of design history and the individual contribution of the masters and verified, along with exams, but also through the development of personal research. These knowledge bases, together with a direct approach to the project, represent the tools to refine the autonomy of judgment in relation to the evolution of the design culture throughout the learning path. In particular, the student will take advantage in the second year of the support of theoretical subjects aimed at critically reading the scenarios of contemporary design and artistic languages.

b) graduates must demonstrate that they know how to correctly set up a design project, assessing not only the technical-economic feasibility but also the possible post-production effects, while critically interpreting the requirements generated by the production system; in particular they will have to acquire sensitivity to ecological issues in reference to the design sector, so as to be able to grasp design opportunities linked to sustainable development.

These skills are developed and verified both in theoretical courses and in design workshops from the first year. In the third year, the themes of the eco-oriented project are the subject of a specific course.

c) graduates must demonstrate the ability to critically set up a communication project, controlling it not only on the basis of expressive and aesthetic dimensions, but also in relation to socio-cultural repercussions, with particular reference to the prospects of ethical communication. The educational path ensures a gradual maturation of this ability that is verified both in the exam and continually: through theoretical lessons, presentation of exemplary case studies and workshop activities, the basics of graphics and communication are introduced, up to allowing the student to develop complex multimedia communication products in the last year.

The work for the final test represents an important moment for verifying the acquisition of an adequate degree of autonomous judgment.

Communication skills

A graduate in "Design and Communication" must possess the skills necessary to transmit a vast set of specific contents of the design culture through both written and spoken language, as well as through expressive techniques of representation and communication specific to the sector.

The development of these linguistic and visual competences is primarily due to the disciplines specifically dedicated to communication and project representation. By the very nature of the degree course, there are numerous intermediate presentations of the works in which the student will be required to develop written and oral reports, organize synthetic illustrations of his own design work; he will have to demonstrate the ability to motivate the design process on a scientific basis, getting used to discussing its evolution according to the different research phases, up to the technical-formal representation of the final product.

The degree work in particular is conceived not only as an opportunity to test the aptitudes of study and/or project, but specifically as a moment to verify the skills of expression and communication.

Learning ability

Thanks to a learning path that integrates a humanistic and scientific preparation, a graduate in "Design and

Communication" is a highly flexible professional figure, based on a preparation that includes the different orientations of the industrial product and visual communication. The graduate will therefore be able to undertake higher educational courses that may be different from the point of view of the scientific and application sector: master's degrees that will see him engaged in the acquisition of specific skills. He will also be able to work directly in various sectors, further developing his skills in the field. The graduate is therefore predisposed to study independently and self-learning, whether he continues university education or enters training courses within the world of work.

In this second case, he will be able to interact with different areas of design, developing in the creative areas of product design or communication the acquired technical knowledge; in more complex design contexts, for example within a company team, he will still be able to invest his knowledge with good possibilities for self-learning.

The entire Bachelor's degree course, proposing design briefs applied to real problems, is aimed at developing the ability to orientate oneself starting from information that is partly given, partly to be sought and processed independently.

The third-year internship represents in this sense a very important formative activity that has the purpose of verifying the learning abilities in the field, making the student, under the guidance of a university and company tutor, deal with a qualified work context, selected as part of the possible conventions for internships.

8. Orientation Committee

The CdS ensures a periodic review of the needs and development potential of its educational objectives and professional and occupational profiles.

To this end, the CdS systematically consults the main interested parties (lecturers, students, scientific and professional organizations, representatives of the mode of production) both directly and through sector studies and provides for an Orientation Committee, made up of lecturers and exponents of the world of work, of research and culture that studies and provides useful elements to assess the actual employment potential of graduates and to make any corrections. The Committee meets at least once a year.

9. Admission procedure and requisites

The Bachelor's degree has a limited number, admission is regulated by a ranking of all the candidates, drawn up on the basis of quantitative data from the previous education (diploma grade).

Students admitted to the Bachelor's Degree Course in "Design and Communication" are involved in an evaluation seminar during the first weeks of the course to verify the possession of the knowledge required for access to the course. In the case of negative verification, tutoring paths are activated dedicated to the recovery of any gaps.

10. Course Types

The courses are organized as follows:

Single subject courses

Mainly of a historical-critical and scientific nature oriented to acquire critical skills and basic knowledge useful to be able to consciously undertake the design courses.

Workshops

Activities that integrate theoretical knowledge with practical/operational applications and that through laboratory-based teaching methods, or through the practice of design, transfer to the students' skills and abilities to analyze design problems and develop product and communication systems.

Seminars

The learning path, in addition to providing for the teaching of the courses described above, also includes scientific-cultural events consisting of the discussion of current disciplinary topics as well as cultural and professional in-depth analysis and, therefore, operated with the presence of external guests (professors university students, professionals, exponents of the contemporary cultural debate) according to a shared program and advertised on the Department's website. These events are dedicated to the day on Wednesday in which lessons are suspended, thus inviting the students to participate in the series of events "Stories of Architecture and Design" which includes meetings with national and international scholars and experts on the themes that animate the debate.

Exhibitions

Students are invited to participate in educational exhibitions in which they present the final product of the Course through drawings, models, executive projects, prototypes, models, projections.

Students are also invited to participate in the ERGO Exhibition [degrees in Design + Orientation + Placement], scheduled five times a year for an ongoing Orientation Action aimed at students of the course to consciously address the internship and the final exam.

The acquisition of this knowledge by the student will be verified through the corresponding exams sometimes anticipated by mid-course tests. The verifications are exposures of graphic, textual or multimedia works, tests and interviews.

11. ECTS Credits

The unit of measurement of the work required of the student for the performance of any educational activity prescribed by the didactic order to be awarded the degree is the European Credit Transfer and Accumulation System (ECTS) credit.

The Study Program provides 180 ECTS in total, divided into three years of the course, of which at least 8 to be acquired in training activities aimed at maturing specific professional skills (Curricular Internships).

Every ECTS is 25 hours of student work. The overall commitment must be articulated in:

Lectures;

Workshop activities;

Seminars;

Activities carried out by the student in the other educational activities provided for by the didactic regulations;

Self-study necessary to complete the learning path.

The share of hours reserved for individual study for each ECTS is equal to 17.

12. List of Courses per subject area and relative ECTS

The Bachelor's Degree is divided into the courses listed in APPENDIX 1, which indicates the relative Subject Area and ECTS for each course.

13. Optional Courses and relative ECTS

The optional course chosen by the student can be within or outside the educational offer of the degree course. The activities chosen by the student and the relative ECTS present in the program of the degree course are defined annually and reported in the Course Outline. Any chosen activities identified outside the learning offer must be approved in advance by the Degree Course Board (DCB).

For the educational activities chosen by the student, if carried out at other universities or equivalent teaching facilities, the document certifying the activity carried out must report in addition to the number of ECTS credits, the grade obtained, expressed in thirtieths. If the latter is not expressed in thirtieths, the Degree Course Board will determine and propose its equivalence to the Department Board.

14. Compulsory attendance and possible prerequisites

The Bachelor's degree requires that at least 70% of the lessons for all courses must be attended.

However, there are exceptions for students with specific needs (for example, working students, disabled students, etc.) who, make an application to the Student Administration Office accompanied by the relative documentation of the aforementioned needs, the CdS will recognize an exemption from attendance, in the maximum percentage of 70%. For the remaining part of the classroom commitment on the total amount of credits, the CdS assigns the attendance obligations.

Compliance with the attendance obligations is carried out by the course lecturer who collects attendance signatures. The Course Outline defines the preparatory steps between the various courses and the related exams.

15. Organization of the Courses

The courses are organized over 2 periods (from the end of September to the end of January and from the end of February to the end of May); for each year. A detailed calendar of the courses is published annually on the Department's website.

The following exam sessions are planned: anticipation of the summer session (January - April); summer session (May - July); autumn session (September - December).

As set out by the University Academic Regulations, the exam sessions are separated by at least two weeks.

Students who withdraw before the awarding of the vote or who refuse the vote assigned by the Commission are allowed to repeat the exam at the next date during the same session.

Students who do not pass the exam can only retake it in the next exam session.

16. Types of Exam

There is an exam for each course. It must take into account the results achieved in any mid-course tests. The verification of the achievement of the expected learning outcomes for each course takes place through exams that can be written, oral or mixed, possibly preceded by progress tests.

For the application disciplines, the verification also takes place through a discussion of the contents of numerical and design exercises.

The exams are concluded with the awarding of a vote, expressed in thirtieths, or Pass/fail. For activities that include workshops, the verification may also include a practical test.

The exams commissions are established in accordance with current legislation and the University Academic Regulations.

The exams calendar is prepared by the Departmental Teaching Office on the basis of the indications provided by the Department's Educational Coordination.

The progress tests carried out during the course are inserted in the timetable; their methods are established by the lecturer and communicated to the students at the beginning of the course.

At the end of each quadrimester, the student is assessed on the basis of the exam. In the event of a negative result, the student will have access to further exams in the following scheduled sessions.

The exam and/or tests carried out during the course may consist of:

- _ verification through questionnaires/numerical exercises;
- _ a written paper;
- _ a graphic report;
- _ a three-dimensional analogical and/or digital elaborate (models, prototypes, products etc);
- _ report on the activities carried out in the workshop;
- _ scheduled interviews;
- _ automatic checks in the IT procedure.

Passing the exam determines the acquisition of the corresponding ECTS.

For each course, the lecturers will prepare a form including, among other things, information about the teaching methods adopted and evaluation methods. These sheets can be consulted on the Department's website.

17. Verification procedures of acquired credits and additional exams to be taken on individual courses if the cultural and professional contents are obsolete

For students who do not finish the course in at least twice the legal duration of the degree course, the CdS verifies the acquired credits, in order to assess the possible obsolescence of the cognitive contents. In matters for which such obsolescence is found, the CdS proceeds with the assignment of formative debts requesting, where necessary, specific supplementary exams for the recognition of the corresponding credits. Students affected by the verification must be informed with at least six months' notice.

18. Verification of understanding of English

With reference to the teaching of "Specialty English", there is an exam, which can be either Pass or Fail.

The student who presents a recognised B1 level English Language certification in relation to the four skills (reading-writing-speaking-listening) and valid for at least three years, the credits for the English language exam will be recognized, up to a maximum of 6 CFU.

It should be noted that appropriate certification is to be understood as that issued by Institutions (Bodies, Schools, Institutes, etc.) for this purpose officially recognized. The compliance of the certification produced by the student with the above will be assessed by the CCdS using, if deemed necessary, the skills of the English language lecturer.

19. Internships and procedures for checking the relative results

With the aim of favouring the interaction between the university learning path and the practical-operational learning path carried out in a work context, the courses include curricular and extra-curricular internships.

The curricular internship, intended for undergraduates, is a compulsory part of the Bachelor's degree course in "Design and Communication", which must be sustained in order to obtain, upon reaching the educational objectives, relative suitability and attribution of the ECTS. The year/quadrimester in which the students are required to do their curricular internships and the relative ECTS are indicated in APPENDIX 1.

The curricular internship can be carried out, in Italy or abroad, only at qualified companies, private offices, public bodies, etc., called host subjects, for which an Agreement is active with the University. The activation

of a new training agreement between the host and the University provides for the presentation, by the host organization itself, of the Convention form (signed by the promoter and the host organization), of the Company Information Form (signed by the form) host organization) and a detailed description of the activities carried out over the past 5 years (signed by the host organization). The educational and organizational suitability of the hosting subjects is assessed in advance by the contact person for the Department's Job Placement activities and subsequently submitted to the approval of the relevant bodies.

Each student who intends to undertake a curricular internship must present the module "Training Project", according to the forms prepared by the University and available on the University website. The curricular internship cannot last more than 12 months (this maximum duration is extended to 24 months in the case of disabled students).

After the curricular internship, the trainee elaborates the extended traineeship report containing a detailed description of the activities performed and submits it to the attention of the company tutor and the university tutor for the relative verification. The university tutor will evaluate the activity carried out with a concise judgment and then proceed to the signing of the report attesting the suitability following the conclusion of the curricular internship activity for the attribution of the relative ECTS (transmitted to the student registry). At the end of the curricular internship, it is necessary to fill in the curricular internship diary, to be handed in to the appointed bodies.

The extra-curricular internship (also called "stage") is aimed at individuals who have already graduated and can be carried out in companies, private offices, public bodies, etc. (called host subjects). The activation of an extra-curricular internship involves the completion of the Convention form (signed by the promoter and the host organization) and the Company Information Form (signed by the host organization).

The graduate who intends to undertake an extra-curricular internship (or "stage") must present the Formative Project form, according to the forms prepared by the University and available on the University website. The duration of the extra-curricular internship cannot be longer than 12 months (extensions included). At the end of the extra curricular internship, it is necessary to complete the extra curricular training diary, to be handed in to the relevant bodies.

20. Procedures for verifying the results of study periods abroad and the relative credits

In case of periods of study at foreign universities identified on the basis of specific international agreements promoted by the University, at the end of the mobility period the student can request the validation of exams taken abroad according to a program previously agreed with the International Mobility Coordinator of the Department, for a total amount not exceeding 30 ECTS per semester, in the event that the credit system is easily traceable to the ECTS system, or as an alternative to the equivalent number of teaching hours provided for in the Course Outline of the CdS.

During the period of Mobility abroad, it is not possible to take any exam required by the Course Outline of the degree course of origin.

The exams for which validation can be requested are exclusively those indicated in the approved learning agreement. The exams taken abroad will be certified by appropriate certification from the host University (Transcript of Records) and will correspond to those indicated in the learning agreement. The validation request will be accompanied by flexibility modules signed by the lecturer of the CdS, holder of the course for which the validation is requested and attesting the affinity of the contents of the teaching program.

The validation is approved by the Degree Course Board and transmitted to the Department Didactic Office.

Foreign students attending one or two semesters at the Department of Architecture and Industrial Design can include in their study program any course included in the Course Outline of the Bachelor's Degree in "Design and Communication", compatibly with the legislation of the University of origin.

21. Obsolescence of ECTS and forfeiture of student status

As required by art. 30 of the University Teaching Regulations, students who have not passed any exams for eight consecutive academic years will lose their university student status at the University of Campania "Luigi Vanvitelli".

22. Rules and presentation procedures of study plans

The educational activities independently chosen by the student, as long as they are consistent with the training project pursuant to art. 10, paragraph 5, letter a) of the Ministerial Decree 270/04 and approved by the CCdS, can be chosen among the courses activated at the University of Campania "Luigi Vanvitelli" and/or other universities.

The student can indicate the educational activities independently chosen at the time of the presentation of the Study Plan, indicating at least one alternative option.

In order to ensure a balanced relationship between lecturers and students, the assigning of the chosen educational activities will depend on the achievement of a maximum number of students for each course that

cannot exceed 75.

If this threshold is exceeded, the student will be assigned the training activity identified as an alternative option.

The procedures for the presentation of the Study Plans are indicated annually by the Department on the basis of the educational planning of each degree course and made known on the degree course web pages.

The Study Plans are approved by the Degree Course Board on the basis of their consistency with the teaching regulations and the educational objectives of the Degree Course, taking into account the maximum number of students admissible for each course, and transmitted to the Department Didactics Office.

23. Characteristics of the final exam of the qualification and related credits

The final exam is aimed at ascertaining the matured critical capacity of the graduating student, the communication skills acquired, the achievement of the knowledge required by the learning path and the ability to apply this knowledge in projects and innovative research in the fields of Design and Communication, to manage specialist and complex skills. These skills must be demonstrated through the presentation, discussion and illustration of a thesis developed in an original way by the student, related to a design or critical path, conducted on a specialized topic defined and developed under the guidance of a supervisor.

The final exam for obtaining the degree is admitted after having acquired all the credits of the remaining educational activities of the Course Outline at least 20 days before the final exam session. The Director of the Department is authorized, on individual requests adequately motivated by the students, to grant specific exceptions to this term.

Furthermore, it is necessary that the student has fulfilled the relative administrative obligations.

The choice of the Supervisor for the preparation of the final exam is by request to be made to the Department Didactic Office the within the terms established by the same.

The Degree Course Board, having consulted the Departmental Teaching Coordination, can set a maximum annual number of degree theses for each lecturer.

The subject of the Degree Thesis, which must be consistent with the educational objectives of the Course Outline, is chosen by the student in agreement with the supervisor. The subject of the paper can be related both to the traineeship carried out by the student, both to a project activity, and to a methodological, bibliographical, numerical and experimental study activity.

The number of credits awarded for the final exam is established in the Course Outline (APP. 1).

The modalities of the final examination are ERGO [Degree sessions in Design + Orientation + Placement]: Exhibition of graduating thesis products with the intervention in each edition of a stake holders of recognized regional, national, international prestige and the participation of schools, organizations, companies, associations.

The undergraduates present the thesis product through drawings, models, executive projects, prototypes, models and videos

- to the Graduation Commission and to the professors of the Department;
- to the students of the Department, to disseminate the training course carried out by the internship to the final test;
- schools, to structure a concrete Orientation activity;
- to companies, to facilitate the action of Placement;
- to families, to show the university path they have taken.

The discussion and the proclamation are public with the awarding of the Certificate of achievement of the final exam.

The final evaluation takes into account both the student's entire career and the evaluation of the final exam. It will be based on the weighted average of the grades in the exams with a possible variation defined by the Degree Committee, in a range from 0 to 7 points.

The following criteria apply to the evaluation of the latter:

- understanding of topics related to design and communication;
- acquisition of knowledge related to design and communication;
- ability to apply the theoretical knowledge acquired to the final test project;
- acquisition of judgment autonomy and critical capacity in relation to the different aspects and sectors

- of the project's culture;
- possession of adequate skills to communicate the specific contents of the Design culture, both through written and spoken language, and through expressive techniques of representation, image processing and communication specific to the sector.

The vote is expressed out of one hundred and ten.

Honours can be given as a particular appreciation for the work presented and/or for the candidate's brilliant career. Honours are requested by a member of the Commission and must be assigned unanimously.

Career mentions are assigned to current candidates with an average of the exams greater than or equal to 105/110.

The Commissions are composed of at least 3 members for the Bachelor's Degrees and are constituted by a majority of professors and structured researchers of the University.

Ordinary assistants, substitute professors, contract professors and graduated technicians referred to in art. 16 L. 341/1990, external experts can also be part of the commission, provided that they are supervisors or co-supervisors of degree theses.

The President of the Commission, in the absence of the Director of the Department of Architecture and Industrial Design, is the President of the Degree Course, who is responsible for ensuring the full regularity of the performance of the test and the adherence of the final evaluations to the general criteria established by the bodies responsible for the degree course. The President appoints from among the members of the Commission, a Secretary in charge of the minutes.

The Graduation Session calendar is prepared annually by the Department's Didactic Office on the basis of the indications provided by the Department Didactic Coordination.

24. Part-time or Slow degree

The Bachelor's degree provides for a slowed-down degree course (Slow Degree or part-time study regime) for those enrolled or enrolled in years subsequent to the first, or coming from another University, as regulated by DR 893/2015 and by art. 32 of the University Teaching Regulations.

The didactic organization of the part-time study regime is defined, as regulated by article 3 of DR 893/2015, by the Department to which the degree course refers, which receives requests from the Student Registry.

With regard to the reduction of university contributions to be paid, reference is made to the provisions of DR 893/2015.

25. Procedures and criteria for possible transfers and for the recognition of ECTS credits acquired in other degree courses

In case of transfer from other degree courses, it is considered that the requesting student will present a specific request to the Student Registry, which is transmitted to the Didactic Office of the Department that sends it to the President of the degree course.

The Degree Course Board proceeds with the validation of any exams already taken, the enrolment of the student in a specific year of the Course Outline and the assigning of any educational debits.

The Degree Course Board deliberates on the recognition of credits in the career of students coming from the same Degree Class or from different Degree Classes, in compliance with the University Didactic Regulations and according to the scientific disciplinary sectors (SSD) and the relative credits indicated in the Educational System of the degree courses.

In particular, for each educational activity for which recognition is requested, consideration will be given to its consistency with the educational objectives of the Degree Course and the number of hours required for the acquisition of the relative credits. In particular, the possible recognition of the ECTS takes place according to the following criteria:

a) if the student comes from a degree course of the University of Campania "Luigi Vanvitelli" or another university belonging to the same class, except for what is indicated for degree courses of the same class declared similar, the share of ECTS related the same scientific disciplinary sector envisaged in APPENDIX 1 directly recognized to the student is at least 50%. If the course of origin is provided in distance learning, this must be accredited in accordance with the law of 24 November 2006, n. 286;

b) if the student comes from a degree course of the University of Campania "Luigi Vanvitelli" or from another university belonging to a different class, or provided in distance learning but not accredited under the law 24 November 2006 n. 286, the recognition is carried out by a specific Commission of the degree course in

relation to APPENDIX 1 and taking into account the programs carried out in the activities for which recognition is requested;

c) if the student comes from a degree course of the University of Campania "Luigi Vanvitelli" of the same class declared related in the educational system, the recognition of the credits common to the two courses takes place automatically.

The credits already awarded are assigned to the credits recognized in accordance with the preceding paragraphs.

The Resolutions of the Degree Course Boards are sent to the Didactic Office of the Department which will send them to the Student Registry.

26. Procedures and criteria for the recognition of credits acquired by the student for suitably certified professional skills and/or knowledge and skills gained in post-secondary level educational activities

For each educational activity for which recognition is requested, the degree course assesses the consistency with the educational objectives of the degree course and the number of hours that have taken to acquire the related credits. The recognition of the credits in the student's career is approved by the Degree Course Board, taking into account the University Didactic Regulations, the scientific disciplinary sectors (SSD) and the respective credits reported in the Educational Regulations of the Degree Course and transmitted to the Department Didactic Office.

There is no provision for the recognition of knowledge and professional skills acquired through training activities carried out in areas outside the university, except for those included in training projects that were planned by the University of Campania "Luigi Vanvitelli" with the approval of the Degree Course Board. There is the possibility of recognizing as a curricular internship, a period of recognized valid working activity, for which a full-time month is considered corresponding, as a rule, to 125 hours of commitment by the student.

27. Guaranteeing the necessary teaching requirements

The teaching requirements required by law, pursuant to Ministerial Decree n. 47 of 30 January 2013 and subsequent amendments, will be verified annually by the Degree Course Board before completing the relevant SUA_CdS form for the purposes of compliance with the laws and regulations in force.

28. Orientation

The Department of Architecture and Industrial Design, through the Memorandum of Understanding signed in 2016 with the Regional School Office for Campania, promotes numerous initiatives, intra moenia and extra moenia, of orientation, school-work experience, as well as of the planning, realization, and experimentation of didactic paths and training courses.

The objectives of the orientation activity are: organic, planned and verifiable collaboration with schools and their teachers; participated projects in a multi-year perspective; involvement of companies and/or their representative associations and other stakeholders outside the Universities, ensuring disciplinary consistency from the initial educational phase to the final production.

The Orientation actions, defined intra moenia, include:

- 1) Daily activities with the participation of school students in university lectures;
- 2) Weekly activities with the participation of school students in seminars, book presentations, meetings scheduled in the "Stories of Architecture and Design" series;
- 3) Bi-monthly or quarterly activities (in the months of March-May-July-October-December) through the ERGO event [Degrees in Design + Orientation + Placement];

The Orientation actions, defined as extra moenia, include:

- 4) Participation in Orientation Events that are generally held in the months between September and October of a regional or extra-regional nature (e.g. organized by the magazines Ateneapoli and Orientasud);
- 5) Presentation of the learning paths of the Department in the Schools of Campania;
- 6) Presentation of the learning paths of the Department at the annual event (April) V: ORIENTA organized by the University;
- 7) Paths of School-Work Experience.

The Department of Architecture and Industrial Design annually nominates an Orientation Delegate.

The Degree Course Board annually identifies its own Contact Person who will collaborate with the

Department Delegate.

29. Continuous Orientation and tutoring

Continuous Orientation activities are planned, aimed at assisting students during the entire learning path in relation to all the problems concerning teaching, including the compilation of study plans. The ongoing orientation of the students of the Bachelor's degree in "Design and Communication" also takes place through the participation of students in the ERGO event [Degrees in Design + Orientation + Placement] scheduled 5 times a year (in the months of March-May-July-October-December).

The Degree Course Board annually decides, according to the number of students enrolled, a list of lecturers of the degree course to which the function of didactic tutors is attributed. Each tutor will be entrusted with a maximum number of students to follow during the entire degree course.

With the aim of guaranteeing adequate support and guidance to students with disabilities in performing their educational path with profit, the Department annually identifies a Referent for the accessibility of disabled students. Contact person and services offered are indicated on the Department web page under the section "Disability and DSA".

30. Implementing the principles of publicity and transparency

The degree course advertises all the information useful for understanding the educational offer (educational objectives, admission requirements, course outline, etc.), courses (lesson times, exam and graduation sessions calendars, internships, etc. .) and the quality of the courses of the degree course on the pages of the Department's website dedicated to the Course Outline.

The course programs included in the degree course and the office hours of the lecturers are also published on the Department website by the individual lecturers.

31. Assistance for studying abroad

The University promotes specific actions aimed at improving the level of internationalization of the degree courses, also through the structured inclusion of periods of study abroad on Bachelor's and Master's degree courses, based on conventional exchange relationships with universities where there is a credit system that is easily traceable to the ECTS system.

The Department and the Degree Courses related to it promote international mobility programs with foreign Universities, based on specific exchange agreements.

The individual programs usually include students staying abroad for one or two academic quadrimesters.

The call for participation in mobility programs, with an indication of the participation requirements and selection criteria, is published annually by the University. Based on the criteria established in the Call for Proposals, a merit ranking is formulated for applications to participate, in relation to exchange agreements on specific Degree Courses.

The selected students benefit, for the period spent abroad, from a scholarship whose amount is set annually.

Before the mobility period, the student agrees with the Department Coordinator for International Mobility and with the lecturers of the Degree Course a learning agreement that will take place at the foreign university. This program is approved by the Department Coordinator for International Mobility and by the Coordinator of the host University.

In the case of international mobility with a double qualification, the provisions of the individual implementing agreements between universities will prevail.

32. Research to support learning activities

Each lecturer belonging to the degree course carries out research in the scientific disciplinary sector of his research and, possibly, also on topics in related sectors. These research activities, in the ways and with the consideration deemed most suitable by the lecturer and in connection with the Degree Course Board, can also be transferred to the learning activities.

Moreover, the learning activities will benefit from the support offered by the Laboratories established at the Department of Architecture and Industrial Design, subject to agreement with the Managers of each Laboratory.

33. Job Placement

The Degree Course uses activities aimed at encouraging and supporting the work of students and graduates fielded by the Department of Architecture and Industrial Design (DADI), in coordination with the organs and offices of the Polytechnic School and the Basic Sciences and University. These activities include:

- curricular internships;

- extracurricular internships;
- meeting days with companies.

The internship activities, both curricular and extracurricular, aim to encourage interaction between the university learning path and the practical-operational learning process carried out in a work context in order to facilitate professional choices through the direct knowledge of the world of work, developing specific and transversal technical/professional skills, creating job placement opportunities through training periods that also make it possible to verify in the field the usability of the knowledge acquired during the studies, enrich the curriculum vitae and broaden contacts with the business world. The days of meetings with companies allow students, undergraduates and graduates to get to know the mission, characteristics and professionalism of the hosted institutions, as well as to deliver their CV/portfolio and carry out interviews with the managers of the human resources at the DADI. Moreover, these days allow to activate forms of dialogue with companies in the sectors of interest of the DADI, to promote scouting processes aimed at collecting CVs/portfolios consistent with specific requests of professional figures and to stimulate the comparison on training paths between DADI lecturers and the world of work.

The Department annually identifies a Delegate for Job Placement activities.

34. Evaluation of the quality of the courses

The Degree Course carries out periodic assessments of the quality of the teaching activities according to the laws and regulations in force, in order to prepare, plan and verify any corrective activities.

The periodic evaluations concern in particular:

- the organizational efficiency of the degree course and its educational structures;
- the quality and quantity of services made available to students;
- ease of access to information relating to each area of teaching activity;
- the effectiveness and efficiency of analytically considered educational activities, including those aimed at assessing the learning level of the students;
- the respect of the lecturers of the deliberations of the Degree Course Board;
- the teaching performance of the lecturers in the judgment of the students;
- the quality of teaching with particular regard to the use of informative and audio-visual teaching aids;
- organizing tutorial assistance to students;
- the average academic performance of the students, determined on the basis of the regularity of the curriculum and the results achieved in their learning path.

To carry out these assessments, the Degree Courses uses any initiatives of the School and/or the University, and can activate its own, establishing and applying the most suitable tools to carry out the evaluation of the parameters listed above and capable of governing the educational processes to ensure continuous improvement, as foreseen by the Quality Assurance models.

The results of the evaluation activities of the Degree Course are made public on the University website, in the Quality Assurance section.

35. Remittal

For all that is not expressly indicated in these Academic Regulations, please refer to the University Academic Regulations.