Politecnico di Torino

ACADEMIC REGULATIONS

Bachelor's degree programme
in
DESIGN AND COMMUNICATION

Department of Architecture and Design
Collegio di Architettura e Design

Academic Year **2025/2026**

The English translation of this document is provided as a support to the student community and has no legal effects. The Italian version shall constitute the sole authentic text and will be referred to for any legal matter.

SUMMARY

Art. 1 - Specific learning objectives and career prospects

1.1 Specific Learning Objectives

The Bachelor's degree programme in Design and Communication trains first-level graduates in Design: professionals capable of applying a design methodology with a multidisciplinary sensitivity, able to collaborate with different specialised knowledge areas related to the design, production, and market of new user-oriented products, whether physical or graphic/multimedia.
Graduates in Design and Communication are able to develop innovative concepts for graphics, products, and services, taking into account the person as the generator of needs and as the end user, as well as the environment understood as the historical, social, cultural, economic, and natural context in which the products are used.
Graduates in Design and Communication are able to collaborate with specialists in technical-scientific and humanistic fields (which also inform the multidisciplinary nature of the different learning areas of the programme), engaging in design discussions on topics such as materials and production, environmental sustainability, historical context, economic evaluation, consumer psychology, cognitive ergonomics, and communication and representation.

1.2 Career prospects

The Bachelor's degree programme aims to train a variety of professional profiles. The career prospects and main functions and competencies associated to each profile are illustrated below.

Professional Profile	Main functions and competencies
Product Designer	Functions: The *Product Designer* is a professional who understands the cultural and strategic value of design and the meaning of appropriate technology. They are capable of configuring and managing, either autonomously or within multidisciplinary teams, the more complex processes of research, design, and production of both industrial and non-industrial products, tangible and intangible, with a specific sensitivity to ethical, environmental sustainability, and economic issues. Competencies: The *Product Designer* possesses and applies a design methodology that guides the development of proposals attentive to specific needs. They identify, describe, and interpret problems arising from the context and user behaviour, in order to propose appropriate design approaches and solutions through the various stages of the project, developing a concept for a product, product-system, or service. They collaborate with professionals in the production sciences to verify the constructive, technological, and production coherence of the project. Potential employers: • Industrial and craft enterprises producing manufactured goods; • Design studios; • Public and private entities producing or providing services.
Communication Designer	Functions: The Communication Designer is a professional who understands the cultural and strategic value of design. They are capable of configuring and managing the entire design and production process of communication products, paying attention to ethical issues, cultural heritage, and environmental sustainability. They are able not only to manage the formal process of the communication object (real and/or virtual), but also to mediate the rationale of research and technological innovation (particularly in the ICT sector), the market, and production. Competencies: The Communication Designer possesses and applies a design methodology that guides the development of proposals attentive to specific needs. They interpret and communicate content, define, select, and manage the languages and tools most suitable for the dissemination and transmission of different types of messages, and collaborate within interdisciplinary groups—including highly diverse ones—spanning art, production sciences, psychology, and the humanities. They carry out all activities related to the engineering phases of the production process for

	communication products in the fields of web design, traditional and digital publishing, and multimedia communication. Potential employers: • Associations and companies in general; • Professional studios; • Marketing and communication agencies; • Publishers; • Public and private entities producing or providing services.
Preparation for further studies	**Required knowledge for admission to the Master's degree programme**
Master's degree programme in Design – class LM 12	The programme prepares graduates to: • Possess the fundamental knowledge and design methodologies of Product and Communication Design; • Be able to deepen the theoretical and methodological aspects of the various stages of the design process for the definition and production of user-oriented and communication products, with the ability to identify, address, and manage potential innovative aspects and content.

1.3 Professional profiles (ISTAT codes)

With reference to the list of professional profiles classified by ISTAT (Italian National Institute of Statistics, https://www.istat.it/en/), a graduate from this Bachelor's degree programme can work as:

ISTAT code	Description
2.1.1.4.3	Analisti e progettisti di applicazioni web
2.5.5.1.4	Creatori artistici a fini commerciali (esclusa la moda)
3.1.3.7.1	Disegnatori tecnici
3.4.4.1.1	Grafici

Art. 2 - Admission requirements

To be admitted to this Bachelor's degree programme, applicants must hold a high school diploma (as required by current regulations) or an equivalent qualification obtained abroad, recognized as valid. Additionally, they must have or attain an appropriate level of initial background knowledge.
The number of admissible students is determined annually by the Governing Bodies of Politecnico based on locally programmed admissions, considering the available facilities and the student-to-faculty ratio.
The number of available places and admission procedures are specified in the official Call for applications for admissions published at https://www.polito.it/en/education/applying-studying-graduating/admissions-and-enrolment/bachelor-s-degree-programmes/calls-for-application-regulations-and-ranking-lists .

In particular, for enrolment in this Bachelor's degree programme, applicants must take an admission test (TIL-D), administered in different sessions according to a specific calendar published on the recruitment web pages.
The test is conducted using the technical equipment available in the computer laboratories of the University.
The minimum score for inclusion in the ranking list is set at 30% of the total. Candidates may take the TIL-D test a maximum of three times, and in the case of repeated attempts, only the highest score achieved will be considered valid. The test consists of 42 questions to be completed in 1 hour and 30 minutes. The questions are divided into four sections, each corresponding to a different disciplinary area: logic and mathematics, reading comprehension, general culture, and design culture. Questions in the design culture section are intended to assess the candidate's ability to critically engage with topics related to design activities. Without requiring specific knowledge from the degree programme, these questions aim to evaluate the candidate's sensitivity and interest in:

- **Environmental sustainability** and the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda (e.g., product/service life cycle and reduction of environmental impacts to achieve sustainable development);
- **Technological culture**, such as understanding how and why products are created in relation to their social use, and comprehending the relationship between form, function, and materials;
- **Design history**, including the history of architecture, design, visual communication, and graphics, and the ability to situate buildings, products, and graphic works within a specific historical-cultural context;
- **Representation**, such as the ability to relate the spatiality of objects to their two-dimensional and three-dimensional representation, and to demonstrate a basic understanding of the codes of graphic-technical languages.

Applicants who score below 30% in the Mathematics section will have to fulfil some supplementary academic obligations (in Italian, Obblighi Formativi Aggiuntivi - OFA).

They will be invited to attend tutoring math classes during Year 1 and they must attend a supplementary course. This course, called C.I.A.O. - Corso Interattivo di Accompagnamento Online (Interactive Online Support Course), is normally offered in the week before the beginning of classes. It seeks to help applicants fill in the gaps in their Math knowledge through specific online tutoring sessions.

The OFA requirements will be considered fulfilled if, by the end of Year 1, at least one of the following conditions is met:

- students pass one of the two Mathematics exams of Year 1 (Mathematical Analysis I or Linear Algebra and Geometry);
- students pass the final test of the CIAO course by correctly answering at least 10 out of 15 questions. This test will be offered three times during the academic year.

Any exemptions from taking the admission test are specified in the Call for applications for admissions to the Bachelor's degree programmes of Politecnico di Torino.

Students with a non-Italian educational qualification who intend to enrol in the programme (Italian-taught), must hold, at the time of enrolment, a certificate of Italian language proficiency at level B2, as defined by the Common European Framework of Reference for Languages (CEFR).

For more information regarding the Call for applications, the number of admissions, the admission test registration and enrolment procedures, please visit https://www.polito.it/en/education/applying-studying-graduating/admissions-and-enrolment/bachelor-s-degree-programmes/calls-for-application-regulations-and-ranking-lists .

Art. 3 - Programme curriculum

3.1 Programme overview

The programme trains two professional profiles: *Product Designer* and *Communication Designer*.
In the curriculum, particular attention is given to new behaviours and the significance of production processes (including artisanal processes) in relation to the following transversal themes:

- **Environmental sustainability**, a prerequisite for all design and production activities, is a key focus of the programme, guiding both Product and Communication Designers in eco-design practices;
- **Social impact**, historically significant in the Piedmont region, has increasingly shaped the programme. This area has gained professional and economic relevance, as evidenced by the emergence of numerous associations working in education and assistance (cultural associations and type-B cooperatives, foundations) or in reintegrating vulnerable individuals into the workforce (disabilities, poverty, and severe adult marginalization);
- **Cultural heritage design**, a current application of design, considers design fundamental for valorising cultural assets. This dynamic and multidisciplinary area allows both Product and Communication Designers to operate strategically at the process and product level through specific skills related, for example, to service design, exhibition design, outdoor design, light design, and communication;
- **Digital design**, which encompasses topics such as digital manufacturing, fablabs, and maker spaces. The production world is increasingly shifting toward digital process-based approaches, where design skills are essential for creating products, communication interfaces, and functional processes.

The curriculum is organized into:

- **Common training**, developed during the first year and partly in the first teaching period of the second year, continuing into the second teaching period of the third year;
- **Specialized training** for the *Product Design* or *Communication Design* orientation, starting from the first teaching period of the second year and continuing until the first teaching period of the third year.

Both phases are structured around **laboratories** (2 to 4 co-present disciplines): disciplinary labs for foundational knowledge, and interdisciplinary labs for project development.

Common training includes the laboratories: "Keywords Design", "Modelling Design", "Project Representation" (first year), "Sustainability and Design" (first year), as well as "Materials and Their Technologies Applied to Design" and "Storytelling and Virtual Animation" (second year), providing students with basic (first year) and advanced (second year) skills for their future careers as Product or Communication Designers. The common training also includes interdisciplinary methodological labs: "Concept Design" (first year) and "Design of Scenarios" (second year), which follow a sequential methodology helping students manage increasing complexity in design challenges. The second teaching period of the third year serves as a moment for further exploration and thematic experimentation, gathering students in six parallel labs addressing different design topics: "Art Direction Design", "Design for Social Impact", "Design for Cultural Heritage", "Design for Digital Retail", "Exhibit Design", "Entrepreneurial Innovation and Design".

Specialized training for the Product Design or Communication Design orientation—chosen when selecting the curriculum for the second year (September)—starts with the alternative labs: "History of Architecture and Design" or "History of Visual Communication and Design" (second year, Product or Communication orientation, respectively), and continues with "Design for Industrialization" or "Communication Design" (second year), and the interdisciplinary methodological labs: "Exploration Design" or "Digital Communication" (third year). These final labs complete the sequence of the educational methodology, addressing high-complexity design challenges.

An additional opportunity for professional development and introduction to the workforce is provided by the **internship**, traditionally mandatory in the third year of the programme, consisting of 300 hours (280 hours at the host organization: company, design studio, research centre, or local authority). The programme maintains a network of partner organizations throughout the region and nationally (over 400 entities), continuously updated and expanded. The internship coordinators, in collaboration with the University Job Placement Service, provide guidance, information, and tutoring before and during this experience.

Main learning areas for the professional profiles trained by the programme include:

- **Humanities, Economics, and Management**: multidisciplinary knowledge and skills related to architecture history, design history, visual communication history, anthropology, ergonomics, writing techniques, psychology, marketing, economics, management, etc.;
- **Technology and Engineering**: multidisciplinary knowledge and skills related to statics, computer science, material sciences, mechanical engineering, technical physics, etc.;
- **Project Methodology and Culture**: from the foundations of design theory to technological culture, concept design, scenario design, exploration design, communication design, UX/UI design, engineering processes, and specialized areas such as art direction, social design, cultural heritage, and exhibit design;
- **Project Representation and Modelling**: from project representation to real and virtual modelling, photography, and virtual production models;
- **Project Sustainability**: from chemical sustainability of processes and materials to product environmental requirements.

Additionally, transversal learning areas support judgment autonomy, communication skills, and learning abilities.

3.2 Organization of educational activities

The list of courses (compulsory and optional), curricula, possible organization of courses into modules, any pre-requisites and exclusions and the list of the faculty members responsible for the courses are available at: https://didattica.polito.it/pls/portal30/sviluppo.offerta_formativa_2019.vis?p_a_acc=2026&p_sdu=81&p_cds=471

The list of the Scientific Disciplinary Fields (Settori Scientifico Disciplinari) for each activity (specific subjects and complementary subjects) is available at: https://didattica.polito.it/pls/portal30/sviluppo.vis_aiq_2023.visualizza?sducds=81471&tab=0&p_a_acc=2026

Art. 4 - Student career

The Student Guide is published on the Teaching Portal every year before the beginning of the academic year. There is a specific Student Guide for each Bachelor's degree programme. The Student Guide is available on the web site of the degree programme.

It contains information and deadlines on:

- academic calendar;
- supplementary academic obligations (Obblighi Formativi Aggiuntivi - OFA);
- Personal Study Plan and Annual Personal Study Plan;
- free choice credits;
- internships;
- tuition fees;
- dual career;
- classes and exams;
- class delivery;
- foreign language learning;
- studying abroad/mobility programmes;
- exam rules;
- transfers in/out and internal transfers;
- interruption, suspension, withdrawal, forfeiture;
- credit transfer.

Art. 5 – Final Examination

The **Final Project** consists of preparing and writing a research work that the candidate develops under the guidance of a faculty supervisor and, if applicable, co-supervisors, and presents to the Graduation Committee for discussion. It provides an overall assessment of the student's ability to apply the knowledge acquired across different courses. This Final Project, which investigates and develops an interdisciplinary topic often selected from the third-year project laboratories or internship experience, requires the integration of knowledge from multiple courses, the ability to contribute new developments, and the capacity to communicate them clearly and effectively.

The workload for the preparation of the Final Project is **9 ECTS**.

Objectives:

- The Final Project as a point of contact between the Politecnico di Torino, students, and the professional world;
- The Final Project as an evolving work: the framing of the topic should be structured within broad research projects to provide the student with a wide working context in which to find their own role, and to allow the supervisor to develop research themes through the project;
- Selection of the topic: it is recommended that the student initially consider and discuss multiple potential topics with the prospective supervisor, chosen either from a list proposed by the faculty member or proposed by the student themselves.

Supervisors may be tenured faculty, researchers teaching within the Collegio di Architettura e Design, adjunct professors, or collaborators listed in the Register of eligible teaching staff for courses in the Design and Communication programme.

For each topic, it is also important to evaluate:

- The type of approach, whether research-based or design-based;
- The need or advisability of having a co-supervisor (in the case of an interdisciplinary Final Project);
- Time availability and its alignment with the 9 ECTS workload.

Characteristics of the Final Project:

- Elements of originality;
- Methodological development;
- Potential pre-contractual relevance.

Evaluation criteria:

Assessment is based on key factors including, but not limited to:

- Alignment with the educational objectives of the programme;
- Methodological rigor of the research;
- Analysis of the addressed thematic scenario;
- Depth of design and/or disciplinary research;
- Practical implications and potential applications;
- Ability to synthesize and present effectively during the discussion, respecting the time allocated by the Committee.

The Final Project may be submitted in **English** upon request.

Determination of the final grade

The final grade is determined by the Graduation Examining Committee, which evaluates the overall average grade of the exams on a scale of 110 after having subtracted the 16 worst credits. This number is proportionally reduced if some of the exams have been validated without a grade (pass-or-fail exams) or in the event of credit transfer, since only the exams taken at Politecnico are taken into consideration for this calculation.

To this average, the committee may normally add up to 5 additional points, calculated using the formula **points added X = 0.0772 AG – 3.25** (rounded up), based on:

- the evaluation of the Final Project;
- the number of years it took the student to complete his/her studies;
- other information about the student's course of study (for instance, the number of exams passed with honours, experience abroad, extracurricular activities etc.).

- the presentation of the Final Project (clarity in presentation, etc.)

Honours (*cum laude)* may be awarded upon achieving a score of 110, at the discretion of the committee and with a qualified majority, i.e., at least 2/3 of the committee members.

If the Committee deems the work worthy of dissemination due to its topic, content, and design implications, it may propose publishing a reduced version as a structured abstract of no less than 3 A4 pages on the Design programme website.

Submission procedure:
Students must submit their online Final Examination application via the dedicated procedure available on their personal page of the Teaching Portal under the section "Graduation and Final Project," respecting the deadlines for the relevant session published in the Student Guide – Thematic Calendar Section.

More Information and Deadlines:

- Student Regulations
- Student Guide

Diploma Supplement:

In compliance with article 11, paragraph 8, of Ministerial Decrees No. 509/1999 and 270/2004. Politecnico di Torino issues the Diploma Supplement, a document that can be attached to a higher education qualification. It is designed to improve the transparency of international qualifications, as it provides the description of the curriculum successfully completed by the student. This certificate follows the European model developed by the European Commission, the Council of Europe and UNESCO – CEPES: it is issued in two languages (Italian-English) and it is composed of approximately 10 pages.

More information at: https://www.polito.it/en/education/applying-studying-graduating/academic-experience/certificates-and-other-documents

Art. 6 - References

6.1 Student Regulations

The Student Regulations define the rights and responsibilities of students and set out the administrative and disciplinary rules that all students enrolled in a degree programme or in a single learning activity at Politecnico must abide by.

6.2 Other Regulations

Particular aspects of students' academic progress are governed by specific Regulations or Calls for Applications published on its website.
In particular:

- The Tuition Fee Regulations specify the annual tuition fees that students must pay. The procedure for requesting a tuition fee reduction is explained in a dedicated guide.
- The University Regulations on Funds for Student Mobility Abroad outline the principles and rules for awarding and disbursing mobility grants. Standard procedures apply to all types of mobility programmes with unified Calls for Applications published twice a year at https://www.polito.it/en/education/applying-studying-graduating/studying-abroad
- The Code of Ethical Conduct also applies to students.