



# **ISIA FIRENZE** ***ERASMUS +***

## **Erasmus Guide for incoming students**

**INCOMING**

**ISIA FIRENZE DESIGN**

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### WELCOME!

*The purpose of this guide is to help students wishing to study at ISIA of Florence. If you are interested in **Design, Product Design and Communication Design**, you can come to Florence as an ERASMUS student.*

*In this guide you will find a general description about our institution, its academic offer and headquarter, some practical advice for before leaving your own country, information concerning your living in Florence, accommodation, transports and others information.*

*You will also find an overview about the nomination and application procedure. Remember that in order to be accepted as an exchange student at ISIA, you need to be a student at one of our partner institutions and nominated for exchange studies by your home institution.*

*We look forward to welcoming you at ISIA of Florence!*

## /1 ISIA OF FLORENCE

### 1.1 About

ISIA of Florence - Higher Institute for Artistic Industries - is a state institution of the Ministry of University and Research, active for 50 years, which deals with education, research and experimentation in the design field. It offers an education of I and II cycle: a **bachelor degree in Design** and a **two-year master in Product Design and Communication Design**.

It is included in the AFAM - Higher Education of Art, Music and Dance.

The ISIA model is characterized by a limited number of students, selected through an admission test, and a teaching staff composed by professionals who transmit their skills in a multi-disciplinary approach. Attendance is mandatory.

The curricular lessons are supported also by **conferences and workshops** held by important personalities from the world of culture and design.

Lessons are based on an **experimental teaching model**, oriented to research, technological and formal innovation, and practical workshop experience.

ISIA has many collaborations with international companies and educational institutions of the same level. The Institute takes part to the Erasmus+ program and has activated a series of agreements with schools and universities in Europe and outside Europe.

ISIA is experienced by students and teachers as a sort of atelier, a **cultural laboratory**, strictly connected to local and international production companies, a place capable to stimulate an increasing awareness about the social and ethical issues, that are central themes for every designer.

ISIA designers have a high level of technical expertise, extensive exibility and the attitude to cross-thinking. They are aware of the responsibility and the importance of their role in building the future development, production, distribution and sale of goods models.

### 1.2 Why to Study at ISIA

#### *ISIA of Florence in numbers*

# 50

years of experience

The ISIA's were the first specialized design institutions of the Ministry of University and Research and they are still recognized as the most important training insitutions in this field.

# 25

students per course

Courses, formed by 25 students, facilitate the acquisition and exchange of knowledge and skills, facilitate a direct dialogue with teachers and with classmates, also thanks to group projects.

# 3+2

years of study

The institution offer a first and second training level: a three-year undergraduate in Design (Bachelor) and a two-year specialization in Product Design and in Communication Design.

# 54

teachers

Teachers are professionals and designers, who give the students the skills they gain each day in their work, in a multidisciplinary and innovative training approach.

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### 1.3 Where Are We

Florence is known as one of the most beautiful cities of art in Italy, so much as to be defined as an open-air museum. The old town is full of masterpieces and monuments that deserve to be seen at least once in a lifetime. Florence has been declared a heritage of humanity by the **UNESCO**, because of its important architectural structures and museums enclosed in the so-called “Quadrilateral Roman” which goes from Piazza della Repubblica to the splendid sixteenth century Palazzo Pitti.

Although Renaissance culture is very meaningful, Florence is also a modern city that gives space to innovative events that can be of interest also for young designers. The city of Florence organizes many festivals, that run through various cultural fields: *Taste* (food), *Pitti Immagine* (fashion), *Mostra Internazionale dell’Artigianato* (craftsmanship), *Fabbrica Europa* (music and dance), *Florence Biennale* (art), *F-Light* (festival of light). F-Light is a real “Light Festival” that decorates more than ten historical places of the city, thanks to projections and games of light. ISIA collaborates every year with this project, so that students can immediately test themselves and work in the field.



Florence is not only a city where you can admire the masterpieces of art, but it is also a lively city where young people can easily have fun and socialize. Whether it’s winter or summer, there are many neighborhoods where young people gather to have a chat, take a walk or just enjoy a good glass of local wine. If you are between 16 and 30 years old, for example, **Santo Spirito** and **Santa Croce** are the most cool areas of Florence to makes friends from all over the world, so that it is impossible to get bored, even at night! The old city center is full of little craftsman’s shops, coffee bars, pubs and clubs. In addition, the city is full of restaurants and places where to eat tasty dishes, both traditional and international. Finally, Florence is great for climate. There are plenty of sunny days and you can visit the most beautiful parks in the city, such as the Boboli Garden or the Horticultural Garden.

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### Villa Strozzi Stables

The institute is located in the city center, inside the building of the ancient stables of **Villa Strozzi**, in the heart of one of the most important historical parks of Florence.

Via Pisana, 79 - 50143 Firenze - ITALIA



#### ISIA FIRENZE DESIGN

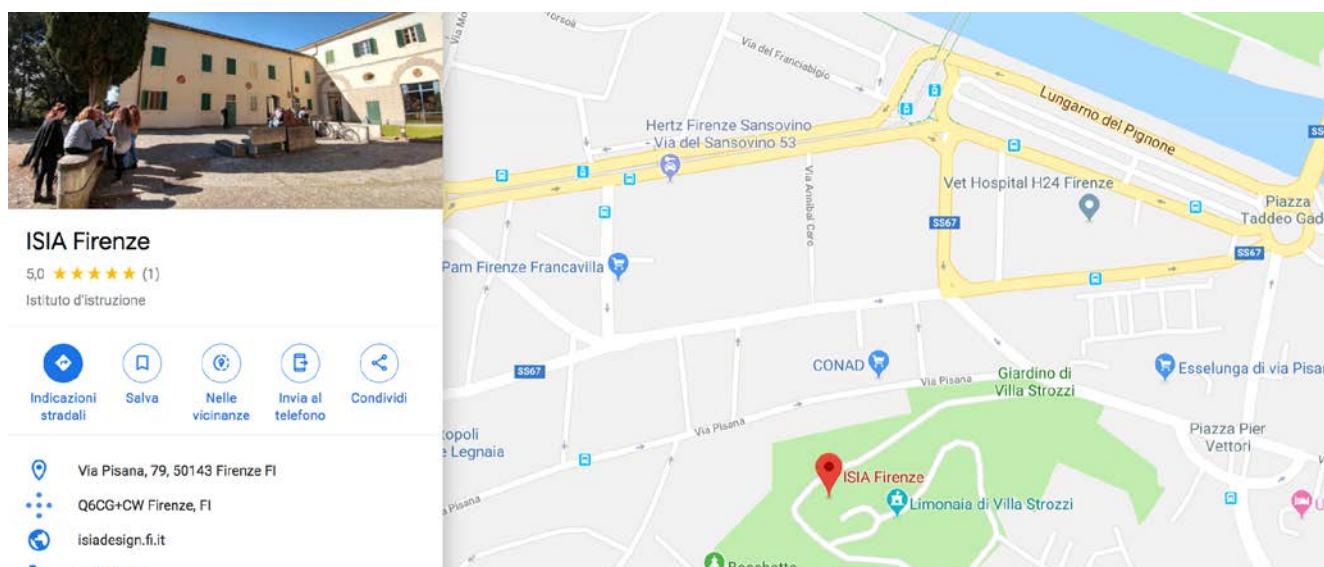
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## 1.4 How to get there

Florence is easily accessible by **train**, **bus** or **plane** from the most important places both in Italy and abroad.

The **Florence Vespucci airport**, serviced by both national and international airlines, is located 5 km from the city centre. There is a direct connection from the airport to Florence city centre by the tramway line.

The headquarter of ISIA is easily accessible by public transports, both tram (line T1 to “Villa Costanza”) and public buses (lines number 12 and 6) from the central train station (Santa Maria Novella - SMN).

### Tramvia

From central station:

With the railway tracks behind, exit the right side of the SMN station.

Take Line 1, direction “Villa Costanza” and get off at “Paolo Uccello”.

The cadence of the tram is every 5 minutes. The ticket is the same as for bus.

Once on the tram follow the path: <https://goo.gl/yMJDr9>

We are based at the Scuderie of Villa Strozzi: once you arrive up on the hill, in the little square with a fountain, ISIA is the building on the left which is accessed by two stairs.

For more information about the tramway system: <https://www.gestramvia.com/>

### Bus

From central station:

Bus n. 6 to Ospedale Torregalli, stop “Vanni”

Bus n.12 to Piazzale Michelangelo, stop “Giovanni della Casa”

For more information about the bus system: <http://www.ataf.net/>

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## /2 STUDYING AT ISIA

### 2.1 Study Plan

The training offered by the ISIA of Florence is divided into three-year courses at first level and two-year courses at second level.

In particular, at the moment there is a first level course in Industrial Design and two second level courses, respectively in Product Design and Communication Design.

#### Bachelor degree in Design

The course trains a professionals that can manage the whole process of the project. A designer able to control the technological and manufacturing aspects, able to coordinate with other professionals involved and to deal with all the cultural, social and economic factors that affect the project.

Graduates will have a range of employment possibilities in the field of design and manufacturing of everyday objects and communications products, within firms, corporations, agencies, research centers, cultural institutions.

The degree allows the enrollment in master courses at the ISIA or other universities, both in Italy and abroad.

#### Master degree in Product Design

This course trains highly skilled professionals in the product design field. They have a central role in connecting sectors, people and skills from different areas.

The master degree in Product Design provides a high level of autonomy for project management and flexibility to face the complexity of the contemporary.

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Graduates have different skills, from interior design to nautical design, from automotive to household appliances, from biomedical industry to consumer electronics, from fashion to urban design. Graduates will have a range of working opportunities in the product design and manufacturing field, within firms, corporations, agencies, research centers, cultural institutions. The degree also allows the enrollment in other master or PhD courses at ISIA or other universities, both in Italy and abroad.

### Master Degree in Communication Design

This course trains highly skilled professionals in the communication field. They have a central role in connecting sectors, people and skills from different areas.

The master degree in Communication Design provides a high level of autonomy for project management and flexibility to face the complexity of the contemporary. Graduates have different skills, from branding to product communication, from graphic and publishing communication to web design, from packaging to audiovisual and multimedia publishing.

Graduates will have a range of working opportunities in the communication design field, within firms, corporations, agencies, research centers, cultural institutions. The degree also allows the enrollment in other master or PhD courses at ISIA or other universities, both in Italy and abroad.

## 2.2 Course Catalogue

### Bachelor Degree in Design

1 <sup>st</sup> YEAR	2 <sup>nd</sup> YEAR	3 <sup>rd</sup> YEAR
Elements of Physics Design and Morphology Basic design I Basic design II Computer Science Descriptive and Projective Geometry Art History and techniques Visual Research Multimedia languages Theory of Communication	Composition 1 Rendering History and culture of design Graphic composition Sociology for design Technical drawing Technology Composition 2 Semiotics for design CAD	Professional business management History and criticism of design Industrial Design Economics Engineering Graphic Design Thesis workshop

### Master Degree in Product Design

1 <sup>st</sup> YEAR	2 <sup>nd</sup> YEAR	Optional
Social Anthropology Mass Communication Techniques of project representation and communication Techniques of digital modelling and manufacturing Product Design History and criticism of contemporary design	Design Management and Marketing Strategic and Systemic Design Integrated and digital product engineering Manufacturing and Advanced Manufacturing Processes Professional Business Management	Pedagogy and Didactics of design Eco-design* Interior Design* Mobility Design Fashion Design* Graphic Design* Digital Video Digital Publishing* Event Design Communication for cultural heritage



## Master Degree in Communication Design

1 <sup>st</sup> YEAR	2 <sup>nd</sup> YEAR	Optional
Social Anthropology Mass Communication Techniques of project representation and communication Media Writing Techniques Communication Design History and criticism of contemporary design	Design Management and Marketing Information technology for Communication design Digital Multimedia Design Web project management and Web design Professional Business Management	Pedagogy and Didactics of design Eco-design* Interior Design* Mobility Design Fashion Design* Graphic Design* Digital Video Digital Publishing* Event Design Communication for cultural heritage

\*Those courses have been activated for the A.A. 2018-19, so they will be available again in the A.A. 2020-21.

All the updated catalogues and course programmes, for both Bachelor and Masters degrees, are available online at the following link:

[https://www.isiadesign.fi.it/index.php?form\\_id\\_pagine=826](https://www.isiadesign.fi.it/index.php?form_id_pagine=826)

## 2.3 Academic Calendar

ISIA runs a **two-semester system** (Winter and Summer semester). Erasmus students can study at ISIA for one semester or for a full academic year.

The **autumn semester** usually starts around mid october and the exam period is around mid february.

The **spring semester** usually starts around mid march and the exam period is around mid june.

Incoming students are expected to arrive in Florence about one week before the beginning of lessons, in order to have the chance to find an accommodation.

**Winter Semester**  
(1st semester)

Start of lessons: **2nd half of October**  
End of exams: **2nd half of February**

**Summer Semester**  
(2nd semester)

Start of lessons: **1st half of March**  
End of exams: **1st half of July**

The academic calendar will be updated at the end of June, at the latest. It will be available online at the following link: [www.isiadesign.fi.it/index.php?form\\_id\\_pagine=172](http://www.isiadesign.fi.it/index.php?form_id_pagine=172)

Students are expected to arrive at least one week before the start of lessons, for orientation meetings and finding an accommodation.

## 2.4 ECTS Credit System and Grading System

ECTS is a credit system designed to make it easier for students to move between different countries. Since they are based on the learning achievements and workload of a course, a student can transfer their

ECTS credits from one university to another so they are added up to contribute to an individual's degree programme or training.

ECTS helps to make learning more student-centred. It is a central tool in the Bologna Process, which aims to make national systems more compatible."

**Each assigned CFA corresponds to one ECTS.**

All the Institutes with which the ISIA has bilateral agreements adopt the ECTS system.

ISIA adopts a grading system from 18 to 30.

GRADE	TRANSLATED	MEANING
30	very good	outstanding performance
29		
28	good	significantly above average performance
27		
26		
25	satisfactory	performance complies in all respects with the average requirements
24		
23		
22		
21	sufficient	the performance corresponds despite its shortcomings the minimum requirements
20		
19		
18		
<18		
<18	insufficient	the performance does not meet the requirements due to significant deficiencies

## /3 HOW TO APPLY

### 3.1 Nomination and Application

According to regulation of our Institution, students mobility takes place within the framework of Bilateral Agreements signed between Universities within the Erasmus+ programme.

If your International Office would be interested in making a new collaboration, we may start the procedure for evaluating the activation of an Erasmus Bilateral Agreement between our two institutions.

If our institutions are already partners within the Erasmus+ programme, please first of all ask your International Relations Coordinator to send us an official nomination.

- Nominations should reach us before the application deadline

- After receiving the nomination through the coordinators, we will e-mail application instructions to both the coordinator and the students.

In order to nominate a student, the sending institution must send the following information to [international@isiadesign.fi.it](mailto:international@isiadesign.fi.it):

- Name
- Surname
- E-mail address
- Home university
- Design Speciality

After being nominated, in order to **apply** for a mobility period, the student must prepare the following documentation:

- Application form (scanned pdf or paper document)
- [http://www.isiadesign.fi.it/file\\_media/application\\_form\\_isia\\_firenze2.pdf](http://www.isiadesign.fi.it/file_media/application_form_isia_firenze2.pdf)
- CV in English or Italian (digital pdf or paper document)
- Letter of motivation in English or Italian (digital pdf or paper document)
- Transcript of records (scanned pdf or paper document)
- Portfolio (digital pdf or paper document)

All the above documents are accepted either on paper or in digital format (.pdf). Please note that the application form and the transcript of records pdf files must be scanned from the original paper document, duly signed.

The receiving institution will send its decision within 2 weeks after the application deadline.

### 3.2 Application Deadlines

**Winter Semester**  
(1st semester)

Application Deadline  
**15th September**

**Summer Semester**  
(2nd semester)

Application Deadline  
**15th January**

### 3.3 Language Competences

Lessons are held in Italian language. So, the sending institution is responsible for providing support to its nominated candidates so that they can have the recommended language skills at the start of the study period.

Language of instruction of all courses: **Italian – Level B1**

## /4 OTHER INFO

### 4.1 Visa

The sending and receiving institutions will provide assistance, when required, in securing visas for incoming and outbound mobile participants, according to the requirements of the Erasmus Charter for Higher Education.

Information and assistance can be provided by the following contact points and information sources:

**Erasmus Coordinator**  
Prof. Francesco Bonomi  
Phone: +39 055 700301  
international@isiadesign.fi.it

**Student Office**  
Emiliano Muscillo  
Phone: +39 055700301  
segreteria@isiadesign.fi.it

### 4.2 Health Insurance

The sending and receiving institutions will provide assistance in obtaining insurance for incoming and outbound mobile participants, according to the requirements of the Erasmus Charter for Higher Education. The receiving institution will inform incoming students in case insurance cover is not automatically provided.

Information and assistance can be provided by:

**Erasmus Coordinator**  
Francesco Bonomi  
international@isiadesign.fi.it  
Phone: +39 055 700301

**Administrative Office**  
Debora Gniuli  
amministrazione@isiadesign.fi.it  
Phone: +39 055 700301

### 4.3 Accommodation

ISIA **does not provide any accommodation** to incoming students, but we can provide the **login credential** to this website for finding an accommodation in Florence: <https://housinganywhere.com>, the international student housing platform. On the platform you can search and book rooms offered by outgoing students, as well as other rooms listed by verified private landlords in our city.

If required, the receiving institution will provide support to incoming students in finding an accommodation, according to the requirements of the Erasmus Charter for Higher Education. Some advice about living in Florence can be found in the following guide:

[http://www.isiadesign.fi.it/file\\_media/hitchhikers\\_guide\\_to\\_isia.pdf](http://www.isiadesign.fi.it/file_media/hitchhikers_guide_to_isia.pdf)

Incoming students can look for an accommodation also on the following websites:

<http://firenze.bakeca.it/annunci/offro-camera/>

<http://www.kijiji.it/case/stanze-e-posti-letto/annunci-firenze/>

<https://www.idealista.it/cerca/affitto-stanze/firenze-firenze/firenze/>

<http://www.subito.it/annunci-toscana/affitto/camere-posti-letto/firenze/>

<http://www.affitti-studenti.it/annunci-affitto/toscana/firenze.html>  
<http://www.stanzazoo.com/firenze/offro-camera-affitto>

Generally, the **prices** of rooms in students' apartments are:  
from 200 € to 300 € a month, for a twin room (shared bedroom)  
from 300 € to 400 € a month, for a single room.

Prices may change according to the accommodation **location**:  
apartments in the **city centre** are more expensive than those in the **suburbs** (districts like Novoli, Statuto, Rifredi, Campo di Marte, Gavinana, Galluzzo, Isolotto).

## 4.4 Contacts

The ISIA Erasmus office will be the main contact before the student's arrival and during the Erasmus mobility period. The office will help the student for orientation, preparing the study plan, administrative and didactic issues. Also, it will be the link between the student, the teaching staff and the other institute offices.

The office is open on Mondays and on Wednesday from h.9.30 to h.13.30.

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