




**CAR DESIGN**



The master course follows the approach of “learning by designing”, where participants learn by a direct, active involvement in several design experiences. It prepares a new generation of designers, capable to integrate tradition with future, diverse market requirements and new technological developments. The master course aims at enhancing participants’ design competences together with the development of their professional profile.

## THE STRUCTURE

The program is articulated into 4 sections: Induction, Workshops, Focus and Final Master Project. During workshops, students work on different areas of project in collaboration with well-known car designers. Each workshop includes lectures, meeting with automotive sector experts and different design issues developed with the supervision of experts. In the last months of the course, students develop a design theme and carry it out in a professional level applying the steps of the design process taught during the academic year.

## THE AUDIENCE

The program addresses students coming from specialized schools, or young designers and professionals working in the design field.

## THE FUTURE

Participants will be ready to work in the professional automotive sector as car designers in companies or design studios with a complete vision on the field.

## LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

## DURATION

12 months

## INFORMATION

Phone +39 02 424140 01 / 25  
infocar@domusacademy.it  
www.domusacademy.com

*The master course has worked with*

**Alfa Romeo**

**Ansaldo Breda**

**Audi**

**Cagiva**

**Ducati**

**Fiat**

**Honda**

**Hyundai**

**Kia**

**Mitsubishi Motors**

**MV Augusta**

**Pininfarina**

**Renault**

**Volkswagen**

*The master course is validated and awarded by the University of Wales*



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