DA::Domus Academy

2018 - 2019

PRE-MASTER'S PROGRAM

PREPARE FOR YOUR FUTURE

Program type: **FULL–TIME**
Duration: **15 WEEKS**
Hours per week: **20**
Intake: **APRIL** and **SEPTEMBER**
Location: **DOMUS ACADEMY**
MILAN, ITALY

Language of instruction
and assessment: **ENGLISH**

Are you looking ahead with excitement to a rewarding and creative career in design?
Your next big step is obtaining your Master's degree at Domus Academy or NABA Nuova Accademia di Belle Arti.

Before joining the Masters Degree, we offer you the opportunity to strengthen your background in design, expand your knowledge of the design world, improve your technical skills and create a professional portfolio.

The Domus Academy Pre-Master's Program is a four-month intensive post-graduate course where you can improve your preparation in order to enter a Master's Program at Domus Academy or NABA.
You can choose between 12 different Master's programs at Domus Academy and 8 post-graduate programs at NABA in arts, design, fashion, and branding/communication.

Created for people who have a Bachelor degree, the Pre-Master's Program will give you the essential understanding of design that is required to study in one of the Masters courses either at Domus Academy or NABA. It will also give you the opportunity to create a professional portfolio under the guidance of mentors who are experts in their field.

WHAT YOU WILL LEARN

In the Pre-Master's Program, you will improve:
- Your knowledge in broad design domains and your practical skills within each of these domains.
- A basic understanding of the range of themes and processes relevant to the chosen area of study.
- The technical skills and organizational abilities you need at Master's-level learning, through labs and project activities.
- A variety of techniques and tools to better communicate and present your ideas in design.

HOW YOU WILL LEARN

Our faculty members teach according to Domus Academy's renowned "learning by designing" approach. Along with thematic lectures, you will have laboratory sessions, project activities, and visits to design studios. Domus Academy will give you the possibility to focus on your own areas of interest while meeting overall course objectives.

WEEK *	1	2
PART 1 40 hours		
FUNDAMENTALS		
REVIEW WRITING ON CULTURAL VISITS		

WEEK *	3	4	5	6	7	8	9	10	11	12

PART 2 200 hours	
PROJECT ACTVITY + TECHNICAL SKILLS / LABS 200 hours	
MODULE 1 Learning by Designing	**MODULE 2** Branding by Designing
2.1	2.2
LAB A Presentation Techniques	**LAB D** Digital Modeling
LAB B Visualization tools	**LAB E** Draping and pattern making
LAB C Storytelling	**LAB F** Content and graphic editing
PROJECT ACTIVITY	**LAB G** Moviemaking
REVIEW WRITING ON CULTURAL VISITS	**PROJECT ACTIVITY**
	REVIEW WRITING ON CULTURAL VISITS

WEEK *	13	14	15	
PART 3 60 hours				
PORTFOLIO COACHING				
PROJECT ACTIVITY FINAL PROJECT				
PROJECT MENTORING				
REVIEW WRITING ON CULTURAL VISITS				

* 20 HOURS A WEEK

PROGRAM STRUCTURE

PART 1 ▸ 40 hours

➡️ **FUNDAMENTALS** (24 hours)
The Pre-Master's Program begins with a comprehensive introduction to critical themes of contemporary design, including sustainability, innovation, and social design.

➡️ **REVIEW WRITING ON CULTURAL VISITS**
Blended Course - (16 hours)
Students examine the cultural, political, sociological, economic, and technological impacts of key design trends. Lectures encompass case histories of design challenges and solutions, supported by online discussions that examine and extend the raised issues. Students will have the chance to attend presentations by designers, artists, critics, and academics.

PART 2 ▸ Project Activity+Technical Skills | Labs
200 hours

This part provides students with a comprehensive introduction to contemporary design processes, explored within cultural and historical frameworks as well as a global context. Each of these modules includes key lectures and project assignments that will give students a working knowledge of the core subjects. Students complete assignments according to their specific area of interest.
In this part students choose laboratories in which they practise basic techniques of visualization, illustration, modeling and presentation a project. The labs include key lectures and assignments that give students a working knowledge of the core subjects.

PART 2.1 ▸ Module 1 — 100 hours

➡️ **LAB A - PRESENTATION TECHNIQUES** (24 hours)
The aims of this lab are to increase student's knowledge on fundamental software programs based on techniques and approaches for communicating project ideas through an effective presentation. This Lab is mandatory to all students.

➡️ **LAB B – VISUALIZATION TOOLS** (24 hours)
The aims of this lab are to increase student's knowledge on fundamental software programs based on techniques and approaches to visualize projects.
This Lab is mandatory for all students.

➡️ **LAB C – STORYTELLING** (12 hours)
The aims of this lab are to increase student's knowledge on fundamental software programs based on techniques and approaches for project storytelling. This Lab is mandatory to all students.

➡️ **PROJECT ACTIVITY – LEARNING BY DESIGNING** (24 hours)
This module focuses on the Domus Academy design approach and method based on the "learning by designing" statement. It also aims to define new objectives and domains of interest for designers, identifying consistent insights that can support successful project development.

➡️ **REVIEW WRITING ON CULTURAL VISITS** –
Blended Course (16 hours)

PART 2.2 ▸ Module 2 — 100 hours

➡️ **LAB D – DIGITAL MODELING** (40 hours)
The aims of this lab are to increase student's knowledge on 2D and 3D modeling software in the domain of design. This Lab is addressed to Design Cluster students.

➡️ **LAB E – DRAPING AND PATTERN MAKING** (40 hours)
Students will learn how to use tools and techniques of draping and fitting. They will also explore pattern cutting as the way to translate drawings into flat paper shapes, which will then transfer into three-dimensional shapes. This Lab is addressed to Fashion Cluster students.

➡️ **LAB F – CONTENT AND GRAPHIC EDITING** (40 hours)
Students will learn the process of selecting and preparing written and visual media in order to convey information. The editing process involves creative skills, human relations and a precise set of methods. This Lab is addressed to Business and Experience Cluster students.

➡️ **LAB G – MOVIEMAKING** (20 hours)
The aims of this lab are to increase student's knowledge on fundamental software programs based on video techniques for project visualization and communication. This Lab is addressed to all students.

➡ PROJECT ACTIVITY - BRANDING BY DESIGNING (24 hours)
Design is, by definition, a branding tool. Global companies invest huge resources on this tool to lead the market with products of intrinsic, differentiating value. In this sense, products are often considered to be a natural extension of the brand and its values.

➡ REVIEW WRITING ON CULTURAL VISITS - Blended Course (16 hours)

PART 3   60 hours

➡ PORTFOLIO COACHING (16 hours)
A good portfolio highlights your achievements and abilities and, most of all, is a tool for launching your career in design. Portfolio Coaching supports students to develop a consistent portfolio, which is an essential element for the elegibility to the Master's level.

➡ PROJECT ACTIVITY - FINAL PROJECT (24 hours)
The Project Activity is an important milestone in the program. Students have the chance to select and integrate the knowledge gained during the course and apply it to a larger project within their area of interest.

➡ PROJECT MENTORING (12 hours)
The Project Mentoring is an important activity of the program. Students have the chance to be reviewed and assessed by faculty members in order to be informed about the knowledge gained during their Masters course.

➡ REVIEW WRITING ON CULTURAL VISITS - Blended Course (8 hours)

Intensive English Language Course

Are your English skills ready for studying at Master's level?
If not, while attending the Pre-Master's Program, you can improve your English level. You must have an IELTS certificate with a score of 4.0 or 4.5 to be accepted on the Intensive English course, which is in 2 modules of 3 weeks each (3 or 6 weeks). Each module is of 30 hours in class and about 70 hours online and can improve your English by 0.5 IELTS points. You must reach a score of IELTS 5.0 to study at Domus Academy.

You only need 4 months to
be ready to enter a Master's
program in design

BEGIN YOUR
FUTURE TODAY!

For more information or to enroll
in the Pre-Master's Program please write to:
pre-master@domusacademy.it

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