



MASTER IN INFORMATION DESIGN

OVERVIEW

MASTER AWARDED BY NABA
NUOVA ACCADEMIA DI BELLE ARTI MILANO

DOMUS ACADEMY EXPERIENCE CLUSTER

EXPERIENCE DESIGN is impacting behavior through design. It is a people-centered design direction and a contemporary vision of the design process in which curiosity is the smart ingredient when generating future scenarios and experiences, perceptual spaces, services, strategies, storytelling, identity and brand perceptions. It is when fiction meets reality.

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PROGRAM SUMMARY

QUALIFICATION

(First Level) Academic Master

PROGRAM TITLE

Master in Information Design

PROGRAM TYPE

Full Time

HEAD OF DOMUS ACADEMY

Line Ulrika Christiansen

HEAD OF EXPERIENCE CLUSTER

Line Ulrika Christiansen (interim)

HEAD OF EXPERIENCE CLUSTER

TBD

LANGUAGE OF INSTRUCTION AND ASSESSMENT

English

We are surrounded by a large amount of data that has to be interpreted, analyzed and represented. Information Design is a growing discipline strongly required by data-driven companies, social enterprises and government agencies to crunch, interpret and visualize data for effective internal communications and public relations.

AIMS AND OBJECTIVES

AIMS AND OBJECTIVES

The Master in Information Design has a multidisciplinary approach that brings together visual design, data analysis and creative coding. Students will develop skillsets and mindsets to understand different cultural, social and economic contexts, translate complex information into engaging visual forms and narratives that are readable by different audiences, to support comprehensive communication strategies. Through a balance of theoretical knowledge and hands-on experience, the Master in Information Design provides fundamental data analysis competences and in-depth design skills that allow students to tackle complex scenarios, from the assessment of communication needs, to the proposal and prototyping of design solutions.

Moreover, Domus Academy ensures that students attending the academy become aware of the great opportunities surrounding them, such as the fact that Milan is an international and design-oriented city with a lot of famous design studios and agencies, research labs, trade fairs and companies. Students at Domus Academy come from about 50 different countries and this fact makes it an international school where different cultures can be met; Domus Academy is part of an international network of universities and the faculty of the academy are internationally renowned professionals in their field.

LEARNING OUTCOMES

The expected learning outcomes of the Master in Information Design are:

DATA SKILLS

- Knowledge and control of the data-stack: from raw data to analysis and representation
- Knowledge of the data analysis pipeline: tools and methods to gather, clean, transform, filter, store, format and explore data
- Knowledge of data modelling fundamentals for the representation of complex phenomena through data
- Fundamentals of data theory, biases and statistical concepts

- Experience with digital data formats and with the tools for their manipulation
- Experience in the management of data sources, structures, and formats

DESIGN SKILLS

- Ability in the development of interpretative design processes: from raw data to the design of clear and engaging visualizations
- Control of the design process: from research and analysis to concept and information design development
- Infographics and visualization: paradigms, approaches and tools for data representation
- Fundamentals of visual perceptions and graphic design for data visualization
- Critical analysis and assessment of design results in terms of clarity and visual appeal
- Development of concept-driven designs: from the exploration of provided themes to the proposal of task-centered solutions
- Prototyping of interactive data visualizations through digital tools and creative coding
- Development of personal approaches to the creation of engaging visual narratives
- Collaboration with related disciplines (sociology, statistics and data science, computer science, interaction and product design, service design) for the development of high-complexity projects

CAREER OPPORTUNITIES

Graduates from the Master in Information Design may seek employment at established firms, such as corporations, business and communication consultancies, service companies, design studios, as well as NGO's government agencies, research institutions, or start their own consulting business. Graduates can occupy a position in digital design, data and information visualization, interface and user experience design, information design, wayfinding, visual design.

ENTRY REQUIREMENTS

Criteria for Admission to the Program (including required English language score)

Eligibility conditions for entering the Master Course are:

- Bachelor Degree or Equivalent
- English Language Knowledge: IELTS 5.0 or equivalent

Applicants are required to submit the Application Package, including:

- Application Form (full and satisfactory completion)
- Copy of Bachelor Degree* or equivalent
- Transcripts of previous study paths
- IELTS 5.0 Certificate or Equivalent
- Detailed Resumé
- Statement of purpose
- Portfolio of projects

* Degree Certificate

The program is addressed to candidates holding a bachelor degree in visual and graphic design, design, communication, marketing and other disciplines related to the program's field of study. Admission of students with different degrees or diplomas will be taken into consideration if the applicant is motivated by a research interest towards the programs topics. Upon successfully completing the program the student will receive a Domus Academy Master Diploma.

Participants who are eligible according to NABA rules will receive an Academic Master from NABA.

Students holding a non-Italian Bachelor Degree shall contact the Italian Embassy or Consulate in the country where the degree was issued in order to ask for the so called "completion documents", consisting in:

a. Translation into Italian – made by a certified translator – of the student's Bachelor Degree.

b. Translation into Italian – made by a certified translator – of the student's Academic Transcripts.

c. "Dichiarazione di valore in loco" (Declaration of Value) of the student's Bachelor Degree. The "Dichiarazione di valore in loco" is the document attesting that the study qualification obtained in the student's country of residence is valid for accessing Italian Universities or Academies.

LEARNING AND TEACHING STRATEGIES

Domus Academy prioritizes an original “learning by designing” approach, that is in continuous development to reflect the fast changing world of today.

Through a series of events, titled Prototyping Ideas, Domus Academy explores new ways of doing design in the XXI Century. The events in the series run four times a year with each event debating a theme that is relevant to both local and global societies, and its perception through design.

The teaching methods employed at Domus Academy are designed to help students achieve their individual professional goals along with the learning objective, while also considering their roles as designers in our contemporary world.

The primary vehicle for the “learning by designing” approach is project work. Emphasis is placed on, learning and applying a “problem setting” approach;

- to ensure that students refine their critical skills and apply them throughout their work process;
- to foster a personal creative style and developing an original way of expression;
- to develop research skills, which will enable students to source relevant materials, assimilating and articulating relevant findings;
- to conceive concepts and visions capable to blend creative languages with the actual needs of end users by interpreting a brief, primarily based on a real design assignment, in order to design a project that can match, or even exceed, the company’s expectation.

Students are exposed to different points of view in the design field, working with designers and companies. One of the purposes of this exposure is to give students the broadest view possible of the design field in order to support them in the selection of the area in which to concentrate their future careers.

All Master programs are workshop-based, supported by seminars, tutorials, lectures, work-in-progress sessions, critiques and a series of tutor led projects. Through a pro-active relationship with

the academic staff, students will lead their project work and be supported through consultative and advisory tutorial guidance by the faculty and by visiting lecturers and designers who each have dedicated roles.

The “Program Leader” is the teacher who has overall responsibility on a specific Master Program, and whose role is to coach students and to support them in the definition of their learning and professional path. The Program Leader sustains students in their workshop activities and coordinates the assessment process.

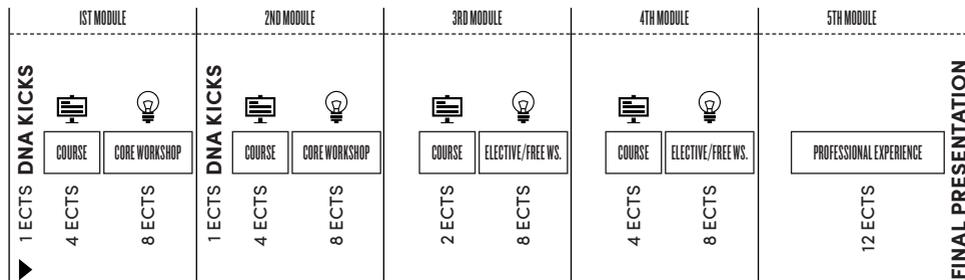
The “Project Leader” is professionals and teachers, chosen among experts of a specific field, whose role is to lead workshop activity, by developing a project brief in collaboration with the Program Leader, inspire and provide guidance to students along the design process, and to take part in the assessment of the projects.

Formal teaching is supplemented by a range of visiting lecturers and visiting professionals where students will have the chance to attend presentations by designers, artists, critics, industry professionals and academics. Lectures are usually used for the presentation and discussion of theoretical issues. They will often be supported by group discussions, which provide an opportunity for interaction between faculty and students, and allow students to extend and examine the issues raised.

Students work in multi-cultural and international teams to enhance their capacity for teamwork, as well as to expose them to a comparison with different backgrounds and cultures. Most workshop activities require students to work in groups. Teams are carefully selected and suitably managed to ensure that all students are aware of effective group processes and contribute to final project outcomes.

STRUCTURE AND ASSESSMENT

The program is organized in four main modules including DNA kicks, courses and workshops, followed by a fifth module providing a professional experience period and a final portfolio presentation.



DNA KICK

The DNA kicks are part of the Prototyping Ideas series and is charged through plenary lectures presenting themes that will be then developed by students in dedicated worktables. Each worktable is led by designers/design thinkers of several fields who support the students in prototyping new concepts and ideas related to a specific chosen theme. The DNA kick prototype ideas that is later used to frame the workshops at Domus Academy.

COURSES

Courses aim at providing students, through a combination of lectures, exercises and tutorials, with the appropriate tools and experiences useful for the developing of their professional career. They encompass specific topics in preparation for the workshop, and personal branding experiences for the development of the student's professional career.

WORKSHOPS

The workshops are the main activity of the curriculum. Workshops are project assignments designed to give students a working knowledge of different core subjects. All workshops launch with the presentation of a brief, which outlines the subject, scope, and purpose of the workshop. The brief of the workshops is based on research issues defined by the faculty, in collaboration with external professionals and industrial partners, paying attention to fulfil both educational and professional aims.

In the development of the projects students will be supported by lectures aimed at broadening their knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present their work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

The workshop culminates in an open presentation to the faculty and invited professionals. Feedback to students is an integral part of the final assessment provided to students after the presentation. The Program Leader and the Project Leader are available to further discuss assessments with students if needed.

CORE WORKSHOP

- Experience Design - (8 credits)
- Information Design - (8 credits)

ELECTIVE WORKSHOP - (8 credits)

One to be chosen among:

- Envisioning
- Product Strategy
- Experience Design
- Information Design

FREE CHOICE WORKSHOP - (8 credits)

One to be chosen amongst the active didactical offer

PROFESSIONAL EXPERIENCE

The professional experience is the final step of a process in which students receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are three kinds of professional experiences; an internship in a company where the students will be hosted in a work environment developing assigned real projects; a field learning experience as a specific work project carried out on campus in collaboration with a company; and an entrepreneurial journey in order to develop business and managerial skills.

PORTFOLIO

The Master Program will end with a final exam where the student will present his/her own portfolio in front of an Exam Board composed of internal faculty and external professionals. The portfolio realized by each student, and its presentation, allows the Board to evaluate the projects developed during the academic year as well as the growth of the student.

ASSESSMENT SYSTEM

The main goal of the assessment system is to monitor how students develop the design and technical competencies required to be awarded an Academic Master.

Assessment is done by evaluating each student with a 1 to 30 mark (pass 18 or above) given at the end of every workshop, and through a qualifying examination given at the end of each theoretical course. The admission mark to the final exam is calculated by arithmetic average, which takes in consideration all the marks taken after each workshop.

Students will receive 0-110 (pass 70 or above) as overall evaluation. The Diploma Examination Board may award up to 10 points for the Portfolio. Honors may be awarded on the basis of the Board assessment of study programs, portfolio and presentation.

STUDY PLAN

Students will receive individual study counselling by the Program Leader to establish a Study Plan that reflects their skillset and professional objectives with the academic offer available.

WORKSHOPS

CORE WORKSHOPS - COMPULSORY

EXPERIENCE DESIGN WORKSHOP

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context. Everyday experiences are built upon the interaction and relationship with information, communication tools, relational spaces, as well as interactive objects and services. The starting point resides in the ability to decipher people's needs, expectations and desires.

The workshop addresses aspects and contemporary methodologies related to people's activity and context analysis. It also considers, experience scenario development, solution, validation, and assessment. The workshop investigates the main domain of User Experience analysis, exposing students to methodologies and best practices allowing them to extract knowledge from primary research activities. The workshop activity will also cover domains pertaining to visual representation and the formalization of knowledge garnered. Students are expected to familiarize with techniques for representing activity flows and complex systems.

INFORMATION DESIGN WORKSHOP

Since the digital revolution, the diffusion of online services, sensors, mobile devices, user-generated contents and open data initiatives, is giving access to a never-seen-before amount

of data. While the importance of such wealth of information is unquestionably recognized by all organizations, the need for visual tools that enable us to analyze, understand and communicate such data to different audiences, is still growing.

The Information Design Workshop will guide students in the investigation of information needs that are critical to companies and organization and in the design and development of visual solutions that transform raw-data into clear and actionable insight. The process will lead students in the ideation, design and digital prototyping of interactive information design projects that tackles real-world needs and complexities, supporting companies and organizations in their data analysis and communication needs for both internal and user-facing contexts.

ELECTIVE WORKSHOP

One to be chosen among the following:

ENVISIONING WORKSHOP

Through field research, physical or digital analysis, the workshop investigates cultural and social conditions that will have an impact on our society in a medium or long-term perspective for questioning and Envisioning the role of design and designers.

The design process starts with questioning the existing conditions with a problem-setting approach where divergence and convergence processes indistinctively alternate. Students are requested to create projects with a strong evocative and narrative focus, designing a synthesis of values that are independent of the specific typology of the examined conditions. Through the use of a wide range of communication tools, including storytelling, storyboards and video scenarios, students are invited to envisioning the possibilities of the future for design and designers. The workshop emphasizes design activities stemming from existing to possible scenarios and revolves around envisioning future scenarios based on the crossing of innovative emerging technologies with socio-cultural, geo-political, and strategic values.

PRODUCT STRATEGY WORKSHOP

Over the last decades, the design of products has reached a high level of sophistication and complexity. Different design approaches and perspectives have conceptualized visions in manifestos, and this has influenced the design culture at large. The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way. The workshop explores corporate cases involving the leading design companies, whose ability to innovate does not merely concern products, but all the elements that contributes to shape a truly global offer encompassing: positioning, image, distribution and communication. The application domain can range from established brands (brand extension), to companies wanting to exploit their potentials, to existing companies that want to re-position their business, to new ventures (startups, crowdsourcing). A substantial part of the workshop activity is dedicated to the definition of a business model consistent with the objectives and scale of the project, while exploring the scalability of the solution, feasibility and innovation potential.

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FREE CHOICE WORKSHOP

Students are given the chance to select among the active didactic offer in order to end their personal educational path with a strongly autonomous, professionalizing and profiling choice. The student may choose to repeat one of the workshops already developed, enroll in a new workshop coherent with his/her educational path or select a project among the ones offered by the institution as long as it is coherent with the amount of credits required.

COURSES

DATA ANALYSIS

The Data Analysis course focuses on methods and tools that allow us to interpret and understand complex phenomena through the use of data. Using different digital tools, the course will present fundamental concepts for the interpretation and manipulation of data, exploring various approaches to turn raw data into

insightful information through the combined use of statistics, data engineering, data science and design.

Through a hands-on approach, students will experience the process that goes from the analysis and modelling of the phenomenon, the gathering of relevant data, its cleaning, transformation and manipulation. The raw data produced by the analyzed context is filtered, transformed, aggregated and explored through a variety of digital tools in order to extract relevant information. During this process, students will use critical and analytical skills to distinguish relevant trends and insights, avoid biases and develop analytical skills.

DESIGN RESEARCH METHOD AND TOOLS

The course Design Research Methods and Tools explores theories and practices within the field of creative thinking. Students are introduced to different research methods and approaches such as observation and interviewing, idea generation techniques such as attribute listing and brainstorming, and data representation tool such as mind-maps, diagrams and graphs. Through the analysis of different case studies presented by international design firms representatives the course explores the relation between design and research. Students learn how to acquire and manipulate the information they need to kick-start their projects.

DATA VISUALIZATION

The Data Visualization course covers the theoretical and practical aspects involved with the transformation of raw data into visual and interactive representations, able to convey insightful and actionable information. During the course, students will experience first-hand with the fundamental concepts of graphic representation of information, starting from its perceptual basis and growing in complexity with the experimentation of different paradigms, approaches and tools for data representation. Following the process that goes from requirements analysis and research, to concept and development, students will practice the different skills required to design a data visualization project. Through creative coding and digital prototyping, they will conceive and develop concept-driven visualizations, focused

on user-centered tasks and objectives. During the course, professionals and testimonials from different backgrounds will present their experience and methodologies developed in different fields of application.

PROFESSIONAL EXPERIENCE

The Professional Experience is the final step of a process in which students, thanks to a one-to-one tutorship, receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are three kinds of Professional Experiences:

- **Internship in a Company/Firm:** the students will be hosted in a work environment developing assigned real projects.
- **Field Learning Experience:** a work project carried out on campus in collaboration with a company and supervised by a project leader. The students will approach contemporary themes and explore a wide range of design subjects in a multidisciplinary environment.
- **Entrepreneurship Module:** an entrepreneurial journey in order to develop business and managerial skills. The students will be given a specific toolbox of frameworks and approaches both in theory and practice.

In all cases during this crucial phase students are mentored on a step-by-step basis, and acquire the fundamental experience of dealing with the real world, with real business and with the people working in the field.