

**DA** :: Domus Academy

**2017 - 2018**

# **PRE-MASTER'S PROGRAM**

[www.domusacademy.com](http://www.domusacademy.com)

# PREPARE FOR YOUR FUTURE

Program type: **FULL-TIME**

Duration: **15 WEEKS**

Hours/week: **20**

Intake: **APRIL AND SEPTEMBER**

Location: **DOMUS ACADEMY  
IN MILAN, ITALY**

Language of instruction  
and assessment: **ENGLISH**

You are looking ahead with excitement to a rewarding and creative career in design.

Your next big step is earning your master's degree at the renowned design school Domus Academy or our sister school, NABA Nuova Accademia di Belle Arti Milano.

Before you apply, you can take this opportunity to strengthen your background in design.

You can expand your knowledge of the design world, improve your technical skills and build a consistent portfolio of projects.

The **Domus Academy Pre-Master's Program** is a four-month intensive postgraduate course aimed to increase your preparation in order to enter a Master's program at Domus Academy or NABA. You can choose between **12 master's programs at Domus Academy and 8 postgraduate programs at NABA** in the broad areas of arts, design, fashion, and branding/communication.

Created for graduates who have at least three years of university-level study, the Pre-Master's Program will give you **the foundational understanding of design** that is required for entry into the Domus Academy and NABA master's-level programs. It will also give you the valuable opportunity to **construct a consistent portfolio** under the guidance of mentors who are experts in the field.

## WHAT YOU WILL LEARN

In the Pre-Master's Program, you'll develop:

- Your knowledge of broad design domains and your practical skills within each of these domains.
- A first understanding of the range of themes and processes relevant to a specialized area of study.
- A consistent portfolio in your area of interest, following the guidelines for entrance to the Domus Academy and NABA master's-level programs.
- The technical skills and organizational abilities you need for master's-level learning, acquired through labs and project activities.
- A variety of techniques and tools to better communicate and present your design ideas.

## HOW YOU WILL LEARN

Our faculty members teach according to Domus Academy's renowned "learning by designing" approach. Thematic lectures are supported by laboratory sessions, project activities, and visits to design studios. You will have the flexibility to focus on your own areas of interest while meeting overall course objectives.

WEEK *	1		2							
	<b>PART 1</b> 40 hrs									
	<b>FUNDAMENTALS OF DESIGN THINKING</b>									
WEEK *	3	4	5	6	7	8	9	10	11	12
	<b>PART 2</b> 200 hrs									
<b>A</b>	<b>PRINCIPLES OF PROJECT ACTIVITY</b> 32 hrs + 32 hrs									
	<b>MODULE 1</b> The Italian Way of Design					<b>MODULE 2</b> Branding by design				
<b>B</b>	<b>TECHNICAL SKILLS / LABS</b> 60 hrs + 60 hrs									
	<b>LAB A</b> Design of Presentation 36 hrs					<b>LAB C</b> Digital Modeling 40 hrs				
	<b>LAB B</b> Visualization tools 24 hrs					<b>LAB D</b> Draping and pattern making 40 hrs				
						<b>LAB F</b> Content and graphic editing 40 hrs				
						<b>LAB E</b> Moviemaking 20 hrs				
<b>C</b>	<b>Cultural and Techniques Visits</b> 8 hrs + 8 hrs									
WEEK *	13			14			15			
	<b>PART 3</b> 60 hrs									
<b>A</b>	<b>PORTFOLIO COACHING</b> 16 hrs									
<b>B</b>	<b>PROJECT ACTIVITIES</b> 32 hrs									
<b>C</b>	<b>PROJECT MENTORSHIP</b> 12 hrs									

\* 20 HOURS A WEEK



# PROGRAM STRUCTURE

## PART 1 Fundamentals 2 weeks, 40 hrs

The Pre-Master's Program begins with a comprehensive introduction to critical themes of contemporary design, including sustainability, innovation, and social design. 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 in-class discussions that examine and extend the issues raised.

Students will have the chance to attend presentations by designers, artists, critics, and academics.

## PART 2A Principles 10 weeks, 64 hrs

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 give students a working knowledge of the core subjects. Students may complete assignments according to their specific area of interest.

### ➔ MODULE 1 - THE ITALIAN WAY OF DESIGN (32 hrs)

The Italian Way of Design module focuses on the the Domus Academy design approach and method based on "learning by designing" statement. It also aimed at defining new objectives and areas of interest for designers, identifying consistent insights that can support successful project development.

### ➔ MODULE 2 - BRANDING BY DESIGN (32 hrs)

Design is, by definition, a branding tool. Global companies invest huge resources in 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.

## PART 2B Technical Skills/Labs 120 hrs

Students choose laboratories in which they practice basic techniques of visualizing, illustrating, modeling, and presenting a project. The labs include key lectures and assignments that give students a working knowledge of the core subjects.

### ➔ LAB A - DESIGN OF PRESENTATION

This lab aims at increasing student's knowledge on fundamental software based on techniques and approaches for communicating project ideas through a consistent and effective presentation.

### ➔ LAB B - VISUALIZATION TOOLS

This lab aims at increasing student's knowledge on fundamental software based on techniques and approaches for project visualization and communication.

### ➔ LAB C - DIGITAL MODELING

This lab aims at increasing student's knowledge on 3d modeling software in the domain of design.

### ➔ LAB D - DRAPING AND PATTERN MAKING

Students will learn tools and techniques of draping and fitting. They will also explore pattern cutting as the way to translate drawings into flat paper shapes, then into three-dimensional shapes.

### ➔ LAB E - CONTENT AND GRAPHIC EDITING

Students will learn the process of selecting and preparing written and visual media used to convey information. The editing process involves creative skills, human relations and a precise set of methods.

### ➔ LAB F - MOVIE MAKING

This lab aims at increasing student's knowledge on fundamental software based on video techniques for project visualization and communication.

## PART 2C Visits 16 hrs

## PART 3A Portfolio Coaching 16 hrs

A professional portfolio highlights your achievements and abilities and, most of all, is a tool for launching a successful career in design.

Portfolio Coaching supports students to develop a consistent portfolio of excellent work, as required for advancement to the master's level. Faculty members mentor students one-on-one, offering a deep and balanced evaluation of their concepts and skills.

## PART 3B Project Activity 32 hrs

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.

They are expected to critically reflect on their own practices as well as that of their classmates, by locating their own work within the context of the field.

## PART 3C Project Mentoring 12 hrs

The Project Mentoring is an important activity of the program. Students have the chance to be reviewed and assessed by each specific Master Course Program Leader in order to be informed about the knowledge gained during the masters courses of interest.

## Intensive English Language Course

Are your English skills ready for learning at the master's level?

While attending the Pre-Master's Program, you can improve your English. You must score 4.0 or higher on the IELTS exam to begin the Intensive English course, which is 10 hrs/week in class/online for 3, 6, or 9 weeks. Each 3-week segment can improve your English by 0.5 IELTS points. You must score 5.0 for entry into Domus Academy and NABA Academic Master's programs and 5.0 for NABA Master of Arts programs.

*In just four months of study,  
you'll 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:  
[pre-master@domusacademy.it](mailto:pre-master@domusacademy.it)

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