



**DOMUS ACADEMY MILANO**

**Think further, Design beyond**



**AY 2025-26**

**Dual Award Master's Programme / Academic Master's Programme in**

**VISUAL BRAND DESIGN**



# About Domus Academy

"Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)".

Juan Carlos Viso, Venezuela

"Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life".

Giulio Ceppi, Italy

"Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level."

Sander Brouwer, The Netherlands

"Domus Academy was founded to create differences, heterogeneity, discontinuities, turbulence and leaps."

Isao Hosoe, Japan



# Awards and recognitions

## SCHOOL AWARDS:

- Included in the QS World University Rankings by Subject
- Included in THE Impact Rankings
- Included in UI GreenMetric, the ranking of the world's most sustainable universities
- Selected by Azure Magazine as Top 8 Interior Design and Interaction Design Schools
- Listed by Domus Magazine as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by BusinessWeek
- Compasso d'Oro Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND  
DESIGN SOCIETY

## STUDENT AWARDS:

- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Özge Üçoluk (Master in Visual Brand Design): Winner Bronze Award World Brand Design Society 2023/2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper\* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper\* Magazine Design Awards 2023 (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in AD100/2022
- Irem Başer Oğan (Master in Product Design): Winner IF Design Award 2021
- Morgan Ræ (Master in Interior & Living Design): Winner Radical Innovation Award 2021
- Namit Khanna (Master in Product Design): Winner EDIDA India Young Talent 2021
- Carolin Voitke (Master in Fashion Design): Finalist Mittelmoda Contest 2021
- Daniele Ficarra (Master in Product Design): Winner Swarovski Foundation Institute contest 2021
- Defne Koz, Marco Susani (Master in Product Design): Winners Compasso D'Oro 2020





# Why Domus Academy

## **A PLACE FOR ENVISIONERS**

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

## **CROSS-KNOWLEDGE PROFILES**

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

## **REAL INTERNATIONAL ENVIRONMENT**

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

## **UNIQUE EXPERIENCE & CAREER OPPORTUNITIES**

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

## **ICONIC POSTGRADUATE DESIGN SCHOOL IN THE DESIGN CAPITAL**

Full range of Postgraduate courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

# Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.



# Programme Leader



## Elisa Chiodo

*Dual Award Master's Programme / Academic Master's Programme  
in Visual Brand Design*

**"Innovation for us is the capacity  
to envision new future scenarios,  
launching pioneering ideas and  
business solutions."**

Elisa is a transdisciplinary designer who works with tools from communication, to service and business design. For her, the fun part of the job is creating bridges between disciplines and interpreting all these Design languages.

After graduating in Communication Design, she received her PhD cum Laude in 2013 from the School of Design at Politecnico di Milano.

During her PhD, she had the opportunity to work at the MobileLife Research Centre (Stockholm University) on service and interaction design devices and at the metaLAB at Harvard University in the field of digital humanities. For more than eight years she collaborated with the Master's Degree course in Communication Design at Politecnico di Milano.

She joined the faculty of Domus Academy in 2016; she is leading the Master's in Business Design since 2020.

# Master in Visual Brand Design

*Ci vediamo in piazzetta*, project by Pitch Phoomsawat, Julia Gracjana Piotrowska, Casey Doran Lewis, Lalitha Kanthasamy, in collaboration with Casa Martini



The Master in Visual Brand Design programme is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the programme leader, and project leaders will guide you via individual coaching and mentorship.

The combination of accredited coursework and real-life professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

Students can apply to the Academic Master's Programme, accredited by the Italian Ministry of Education, or to the Master of Arts degree with an international UK validation.

## Career Profiles

This programme will teach you the culture and practices of branding processes and communication strategies, along with interdisciplinary skills to succeed in the international market. You may choose to start your own business or consider a wide range of roles in visual design, art direction, brand strategy and advertising, including:

Graphic and Visual Designer

Branding Expert

Digital Communication Designer

UX/UI Designer

Visual Brand Designer

Art Director

Communication Strategist



# Academic Offering

## Academic Master's Programme

**DURATION:** 11 months

**ACCREDITATION:** Italian Ministry for University and Research (MUR)

**CREDITS:** 60 ECTS

**LANGUAGE:** English

**VALIDATION:** NABA, Nuova Accademia di Bella Arti

### 2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 31/07/2026

NOVEMBER 2025: from 06/11/2025 to 13/11/2026

FEBRUARY 2026: from 09/02/2026 to 12/02/2027

## Dual Award Master's Programme (Master of Arts)

**DURATION:** 14/15 months

**ACCREDITATION:** Privy Council UK and Italian Ministry for University and Research (MUR)

**CREDITS:** MUR – IT (Master Accademico di Primo Livello / Academic Master First Level) = 60 ECTS PRIVY COUNCIL – UK (Master of Arts) = 180 CAT, UK Credits (equivalent to 90 ECTS)

**LANGUAGE:** English

**VALIDATION:** NABA, Nuova Accademia di Bella Arti and Regent's University London

### 2025/26 intakes:

SEPTEMBER 2025: from 09/09/2025 to 20/11/2026

NOVEMBER 2025: from 06/11/2025 to 19/02/2027

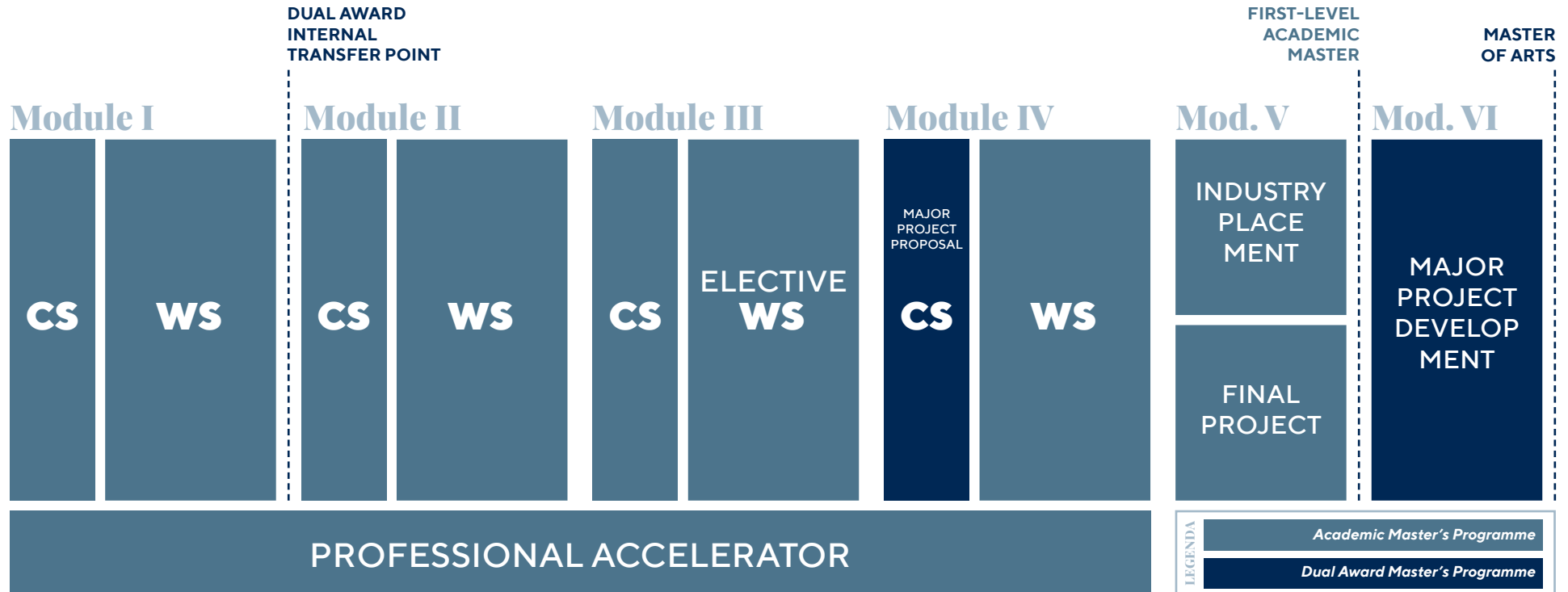
FEBRUARY 2026: from 09/02/2026 to 23/04/2027





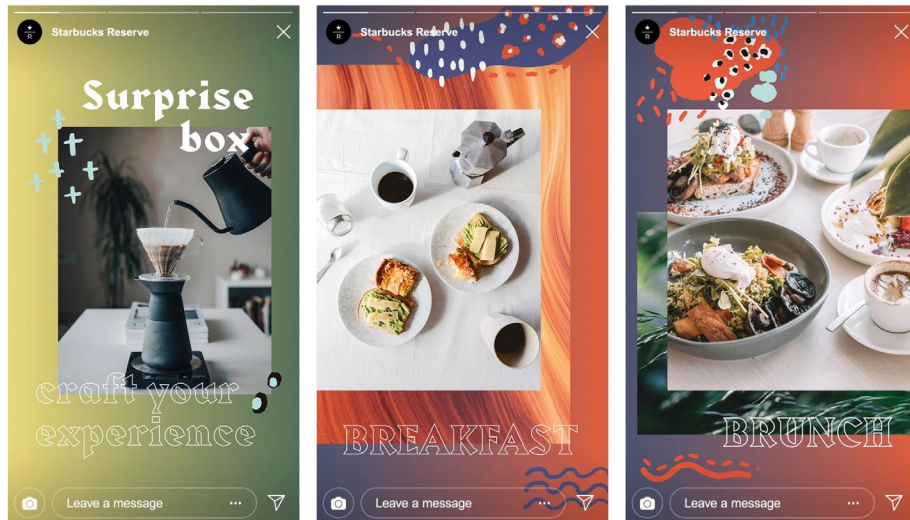
# Programme Structure

*The Dual Award Master's Programme proposal is undergoing revalidation for the 2025-2026 Academic Year*



# Programme Structure

*This is Starbucks Reserve*, project by Alessandra Serinelli, Joana Inocencio, Chancheochingchai Leelanuch, in collaboration with Starbucks Reserve Roastery Milano



**THEORETICAL COURSES:** coursework focuses on examining the theory that underpins the field through lectures and exercises, as well as tutorials that teach management and marketing strategies specific to the industry. Throughout, you will be exploring the most cutting-edge technology such as design software and 3D modelling tools, learning how to create a unique brand and developing your own professional identity.

**WORKSHOPS:** guided by industry professionals and faculty project leaders, you will work with leading companies on projects such as creating new products or services for different industrial sectors on a worldwide scale.

**FINAL PROJECT:** you will be able to develop personal, in depth body of work as a culmination of your academic path. You will develop design research, create projects and explore conceptual ideas that are transformed into tangible outputs.

**PROFESSIONAL EXPERIENCE:** to gain real experience working in your field, you will choose to either do an internship at a company site, work on a project on campus in collaboration with a company and complete an entrepreneurship module. In each case, you will benefit from mentorship, an inside perspective on their field and valuable career connections.

**CRITICAL AND CREATIVE FRAMEWORK:** in this module, you will undertake in-depth research on selected topics and themes. You will investigate new methodologies and integrated a critical perspective in the development of a research that represents reflections on the contemporary context and that will contribute to the body of knowledge in your disciplinary area. This research will inform and provide the theoretical framework and foundations for the Degree Project.

**FINAL MAJOR PROJECT:** you will develop an individual degree project that represents a professional body of work as final step of your Master's experience. During the development, there will be a high degree of individual self-guided study that is guided by mentors and advisors.





# Visual Brand Design Courses and Workshops

## THEORETICAL COURSES

*Storytelling & Visual Narrative*  
*Visual Cultures*  
*Personal Branding*  
*Professional Accelerator Activities*

## CORE WORKSHOPS

*Identity Design*  
*New Product Strategies*

## ELECTIVE WORKSHOPS

*One to be chosen among:*  
*Digital Communication*  
*Strategic Brand Management*  
*Entrepreneurship through Design*  
*Experience Design*  
*Retail & Visual Merchandising*  
*Service Design*  
*Identity Design*  
*New Product Strategies*

THE RANGE OF SELECTION VARIES ACCORDING  
TO THE STUDENT'S ENTRY INTAKE



# Visual Brand Design Courses and Workshops

## **STORYTELLING & VISUAL NARRATIVE - THEORETICAL COURSE**

The course provides an intensive exploration of visual and structural elements of storytelling and visual narratives where you engage with the necessary tools to design a user experience and to create user scenarios and storyboards.

## **VISUAL CULTURES - THEORETICAL COURSE**

The Visual Cultures course explores the fundamentals of visual culture through testimonials and design scenarios. The course offers a deeper understanding of the graphic design process by managing visual elements. You will be able to design visual layouts and operate elements such as text and images, at an advanced level.

## **PERSONAL BRANDING - THEORETICAL COURSE**

The Personal Branding course explores advanced competencies and abilities for the identification, creation, and management of your professional identity with different targets, such as: designing a portfolio, delivering a speech, and preparing and handle a job interview. In particular, this course emphasises the personal approach of your identity for designing and explaining an outstanding portfolio in front of an audience.

## **PROFESSIONAL ACCELERATOR ACTIVITIES - THEORETICAL COURSE**

The Professional Accelerator module aims at consolidating and advancing the professional profile of students, together with the acquisition of a critical awareness of the future job trends and market opportunities. The module provides you with the skills and abilities to build your own professional profile, through an outstanding portfolio and CV and offers you opportunities for contact with the professional world.

## **IDENTITY DESIGN - CORE WORKSHOP**

This unit/module investigates a comprehensive conception of 'branding' beyond the definition of a visual image. You will employ conceptual and technical tools to create engaging visual environments that capture consumer's attention. Design and strategic brand objectives are interpreted

to convey brand values and create loyalty. The Identity Design workshop aims at developing the skills for designing the brand identity of a company or a product, extending a pre-existing one and/or planning an innovative communication strategy.

You are asked to research and analyse a brand/product to understand an existing situation, and to create scenarios and concepts utilizing a mix of communication strategies and design tools, in order to design the global brand identity of a small to medium-scale company, a product line, and/or a start-up. The topics covered include visual design; illustration; brand identity and corporate culture; communication strategies and touchpoints.

## **NEW PRODUCT STRATEGIES - CORE WORKSHOP**

The New Product Strategies workshop aims to develop project proposals that combine different approaches in new, innovative and surprising ways. This workshop explores industry cases involving leading design companies, whose ability to innovate focuses not only on products but all elements that contribute to shaping a truly global offer that includes positioning, image, distribution and communication.

The results of these case-study explorations, and the knowledge gained, can be applied to established brands (brand extension), companies wanting to exploit their potential, and existing companies that want to re-position their business, to new ventures (start-ups, crowdsourcing). A substantial part of the workshop activity is dedicated to envisioning new opportunities and scenarios and launching new ideas consistent with the company vision and business model. The student should also define the right go-to-market strategy and communication.

## **DIGITAL COMMUNICATION - ELECTIVE WORKSHOP**

The workshop supports you in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.





# Visual Brand Design Courses and Workshops

## **STRATEGIC BRAND MANAGEMENT - ELECTIVE WORKSHOP**

The workshop gives you solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new products and services development, brand and line extensions, innovative business models, and other growth strategy options.

## **ENTREPRENEURSHIP THROUGH DESIGN - ELECTIVE WORKSHOP**

The workshop explores issues, theories, cultures, and methods associated with the goal of designing an “ideal business”, starting from the assumption that every successful business and company is the realization of something that originated as a dream.

## **EXPERIENCE DESIGN - ELECTIVE 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, nor consumers) in their day-to-day life context.

## **RETAIL & VISUAL MERCHANDISING - ELECTIVE WORKSHOP**

The objective of the Retail & Visual Merchandising workshop is to create retail experiences that balance brand values and identity with the location, space and windows of the assigned store/showroom, and execution feasibility.

## **SERVICE DESIGN - ELECTIVE WORKSHOP**

The workshop provides you with a clear perspective and a clear framework encompassing all the key steps and the tools to design new service systems or improve existing ones: as-is assessment, to-be alignment, stakeholders profiling, customer journey mapping, service blueprinting, prototyping and testing.

*Togetherness*, project by Ozge Ucoluk, Diletta Tirabasso, Mina Djordjevic, Isabella Sviracheva, in collaboration with Molteni



# Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

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

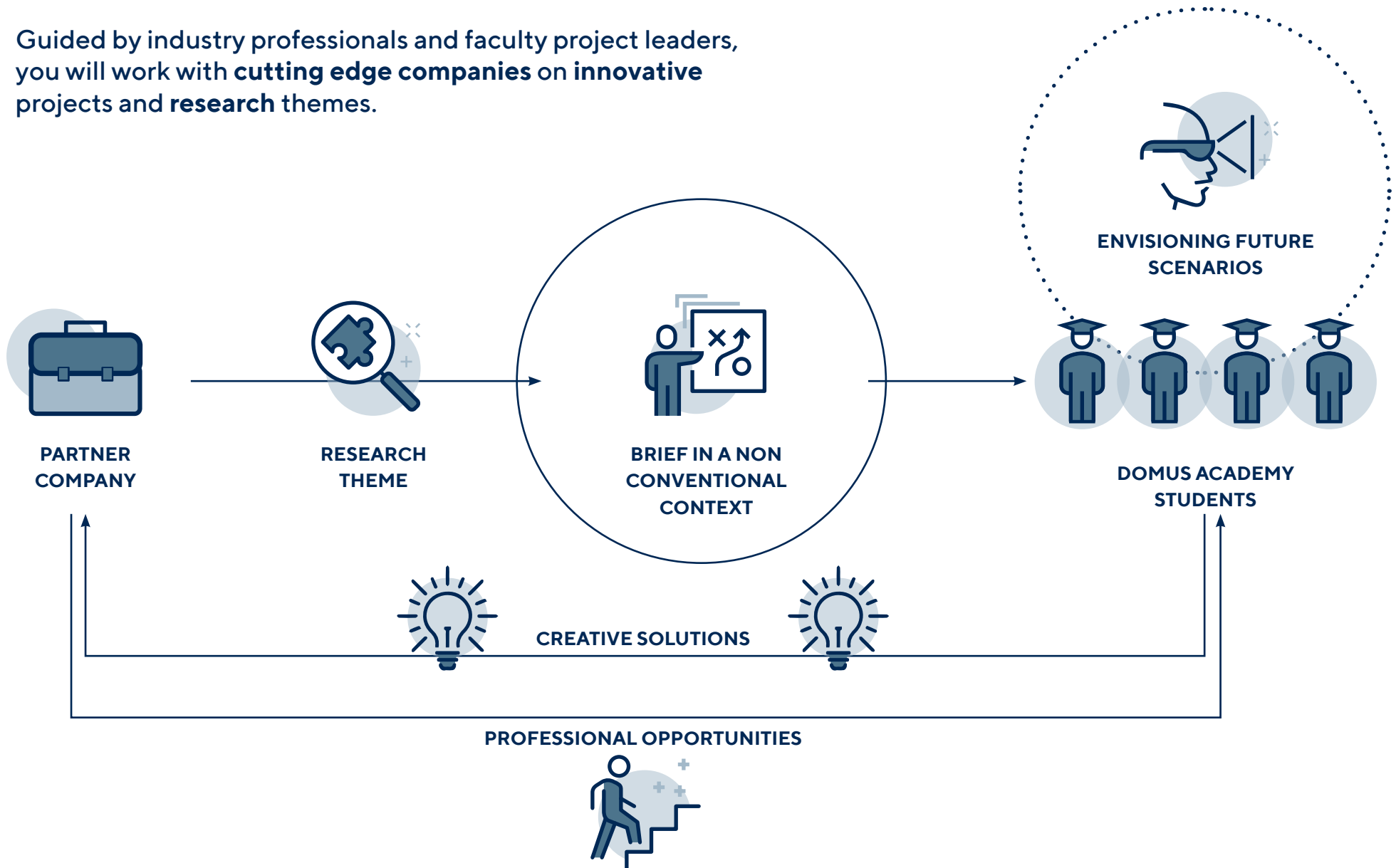
Based on a cross-disciplinary methodology, each workshop can involve students from different Master's Programmes working on diverse aspects of the same research issue.

The workshop culminates in a final presentation to the faculty and invited company representatives and professionals.



# Workshops Cycle

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative** projects and **research** themes.



A close-up portrait of Margherita Paleari, a woman with long brown hair and light brown eyes, wearing a denim jacket. The image is positioned on the left side of the page, with the word 'Faculty' overlaid in white text on the right side of her face.

# Faculty

*Contemporary and heterogeneous faculty composed of teachers, visiting professors, famous and emerging designers, professionals, startupper, innovators, creators, influencers, journalists, and special guests, such as:*

**Andrea Banfi, AKQA, Silvia Barbieri (The Branding Letters), Luca Barcellona, Massimiliano Bosio (Nascent Design), Cristiano Bottino (Studio FM), Stefano Cardini, Luca Cavallini and Tiziano Saitta (Artefice Group), Cecilia Melli, Fabio Milito (Design Bridge), Francesca Labrini, Libri Finti Clandestini, Chiara Monateri, Davide Mottes, Claudia Neri (Teikna Design), Margherita Paleari, Francesco Poroli, Paolo Proserpio, Federica Ricci, Sara Ricciardi, Luca Pedrani, Laura Poluzzi, Stefano Tripodi, Aurora Rapalino, Marta Cillo.**

**Margherita Paleari**  
Communication Design Consultant



# Companies and Projects

Several companies and design studios collaborate with the Master in Visual Brand Design such as AKQA, Barilla, Bastard, Bombay Sapphire, Danone, Ducati, Forevermark, Martini, Molteni, Rituals, Starbucks Reserve Roastery, Tucano, and Wired.

## Kartell



**“Mario Kartell” a project by Keren Liu, Nongnat Kay, Shreya Singhal, and Bryan Sung.**

Students wanted to enhance and transfer Kartell’s heritage in a fun way and bring the Kartell Museum outside of its wall, that’s why they created Mario-Kartell. Students found Kartell’s Japanese market through research.

Students decided to collaborate with Japan’s biggest video game company, Nintendo, with its most successful mobile game Mario-Kart Tour.

Both Kartell and Nintendo have a strong heritage in their industry, plus Mario and Luigi are both Italians and the designers decided that they would be the main storytellers for Kartell’s heritage.



**“Wired Next Fest. Illusions. Change your reality”, a project by Alice Ridolfi, Apurva Agarwal, Dongxue Wang, Inès Dupont, and Tijmen Lindemulder, in collaboration with Wired.**

The project presents a concept for the next “Wired Next Fest” event in Milan. Starting from the analysis of the brand Wired, the festival and the trends regarding digital innovation, the target by survey and interviews and an analysis of the customer journey, students proposed a topic for the next edition of the festival: Illusion. They selected a panel of guests, partners and sponsors, and structured the main activities to be offered during the festival. Furthermore, they designed a communication system, which included the main tagline for the event: “Challenge your reality”.

The students worked on the structure and organization of the event and on how to promote it and communicate it effectively to attract, engage and expand the experience.

# Alumni



Domus Academy Alumni Community includes over 5,000 Alumni from all over the world spreading the value of a shared experience and culture.

Alumni are actively involved in many activities such as the annual Alumni Reunion organized during the Milano Design Week and the series of talks “Connecting the Dots” where notable former students are interviewed to discuss their career development, professional experience and inspirations.

Some of Domus Academy Alumni:

**Carolina Caldas Flautero** - Colombia: Art Director IatoC

**Nina Sharafina** - Creative Director and Founder of @its\_nstudio

**Nora Mosley** - Visual Designer at CBA Italy

**Veronica Li** - Sr Content Manager, Parfums Christian Dior

**Ployprom Chongkolwatana** - Thailand

Sr. Product Designer at smava

“During the time I have been studying at Domus Academy, I have discovered how to utilise my capability to the maximum of my potential and learned how to manage the task (and have fun!) with international students from all over the globe. We were coming from different experiences and backgrounds, but differences make life more interesting! I am grateful that I had the opportunity to learn, share, and grow among these open-minded people. I could not have imagined my life would come this far without Domus Academy. Grazie mille!”



# Facts and Figures

40+

STUDENTS' NATIONALITIES

12

MONTHS SUPPORT  
for INTERNSHIP/JOB  
after graduation for 2-Year Master of Arts



96%

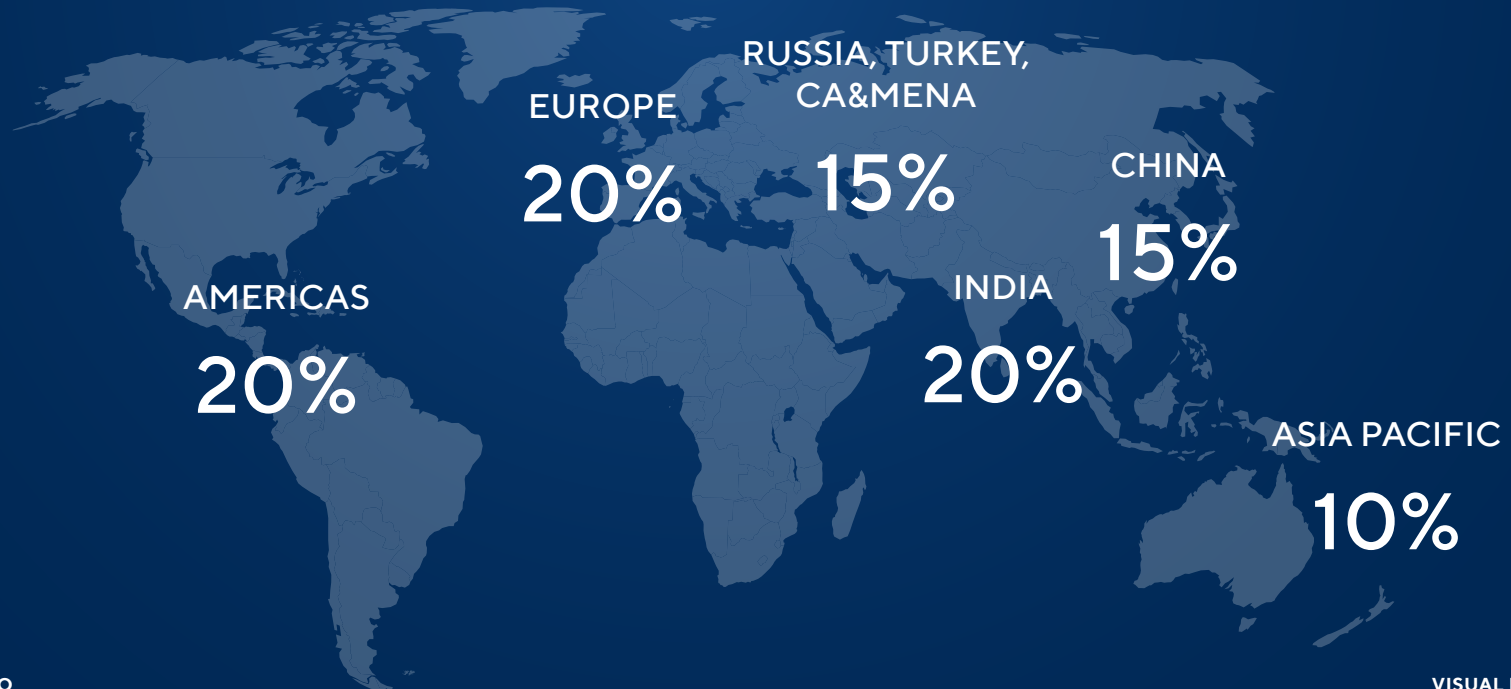
Placement rate certified  
within 1 year from the diploma



100%

Internship / Project Learning Experience  
(1-year programmes)

Source: BYA Doha 2023



# Admission Process

## 1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

**For the 1-Year Academic Master's Programme:**

holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme\*.

**For the Dual Award Master's Programme:**

holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification) in a field related to the chosen study programme\*. Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel, proving also one year of relevant work experience.

*\*Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.*

## 2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

*Curriculum vitae*

*Copy of Bachelor's Degree or Academic Diploma translated into English or official certificate of expected Graduation issued by the Institution*

*Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet translated into English (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet*

*Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)*

*Motivational letter*

*Copy of passport*

*Portfolio of projects (not compulsory for Master in Business Design, Master in Fashion Management, Master in Luxury Brand Management)*

*Application fee of €100*

*Two reference letters for Dual Award Master's Programme only*

## 3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

[admissions.domusacademy.com/dadea/](https://admissions.domusacademy.com/dadea/)

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

## 4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter.

Admissions office will inform students about documents needed for enrolment and matriculation to the course.

Domus Academy will assist students for visa application. Non-European students will need to apply for study visa via Universitaly and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.





Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine.

Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

Through its network of 54 schools, the group is present in over 91 campuses in 13 countries around the world and has over 170,000 enrolled students. Galileo is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering.

Domus Academy is part of the following associations:



*Beat the Heat*, project by Menglu Jiang, Qiqi Yang, Keqing Ma, Jia Liu, Garima Jain, Yuao Wang, in collaboration with PUPA



**DOMUS ACADEMY**  
**MILANO**