



**Semester  
Courses  
2025-26**



**DOMUS ACADEMY MILANO**

GET A TASTE OF THE UNIQUE DOMUS  
ACADEMY EXPERIENCE.

Are you willing to deepen your  
design knowledge in few weeks  
with a high-standard programme?

Two full modules that will lead you to join selected theoretical courses with professionals, active learning sessions and workshops working in **international** and **cross disciplinary** teams and taking advantage of many **networking** occasions. Students will enter the current Master's programme, sharing activities of the Master's students.







## DATES

### FIRST INTAKE:

From **September 9<sup>th</sup>, 2025** to **January 27<sup>th</sup>, 2026**

### SECOND INTAKE:

From **November 6<sup>th</sup>, 2025** to **April 2<sup>nd</sup>, 2026**

### THIRD INTAKE:

From **February 9<sup>th</sup>, 2026** to **May 29<sup>th</sup>, 2026**



## AUDIENCE/ ELIGIBILITY

Participants are expected to have a **first level academic degree** or a previous **professional experience** in the related field of study.

All courses are taught in English.

IELTS 5.0 certificate or equivalent is **required**.



## FEE

**9500 €**

## Semester Course Structure

The Semester Course structure is organized in two modules.  
Each module includes one theoretical course and one workshop.

1<sup>st</sup> module

Course 1

Core Workshop 1

+

2<sup>nd</sup> module

Course 2

Core Workshop 2



"Show must go on" by Carlos Rojas, Pavel Lavdanskii, Aleksandra Lioldt.  
Master's Programme in Interior & Living Design 2019/20



"Fancy Studio" by Chiara Rosina, Hiral Arora, Mahak Gupta, Pooja Somani, Master' Programmes in Fashion Styling & Visual Merchandising and Fashion Management 2019/20. Photo: A. Lo Faro.

# Design Area

Semester Course in Interior & Living Design

Semester Course in Product Design

Semester Course in Urban Vision & Architectural Design

Semester Course in Interaction Design

Semester Course in Service Design

Semester Course in Visual Brand Design





# FIRST INTAKE

ILD	Design Culture	Design Formation	Design of Spaces	Envisioning
PD	Design Culture	Design Formation	Advanced Design & Processes	Envisioning
UVAD	Urban Representation	Design Formation	Architectural Design	Urban & Landscape Design

# SECOND INTAKE

ILD	Design Formation	Design Culture	Envisioning	Design of Spaces
PD	Design Formation	Design Culture	Envisioning	Advanced Design & Processes
UVAD	Design Formation	Urban Representation	Urban & Landscape Design	Architectural Design

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# FIRST INTAKE

ID	Storytelling & Visual Narratives	Digital & Physical Prototyping	Experience Design	Tangible Interaction
SD	Storytelling & Visual Narratives	Design Thinking	Experience Design	Service Design
VBD	Storytelling & Visual Narratives	Visual Cultures	Identity Design	New Product Strategies

# SECOND INTAKE

ID	Digital & Physical Prototyping	Storytelling & Visual Narratives	Tangible Interaction	Experience Design
SD	Design Thinking	Storytelling & Visual Narratives	Service Design	Experience Design
VBD	Visual Cultures	Storytelling & Visual Narratives	New Product Strategies	Identity Design

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ID	Storytelling & Visual Narratives	Digital & Physical Prototyping	Experience Design	Tangible Interaction
SD	Storytelling & Visual Narratives	Design Thinking	Experience Design	Service Design
VBD	Storytelling & Visual Narratives	Visual Cultures	Identity Design	New Product Strategies



## Semester Course in Interior & Living Design

### DESIGN CULTURE - Theoretical Course

Based on the Made in Italy brand, the Design Culture course aims at exploring and discussing a wide range of case studies and sources for understanding the nature, languages and values of the contemporary design scene while developing critical and analytical abilities.

### DESIGN OF SPACES - Workshop

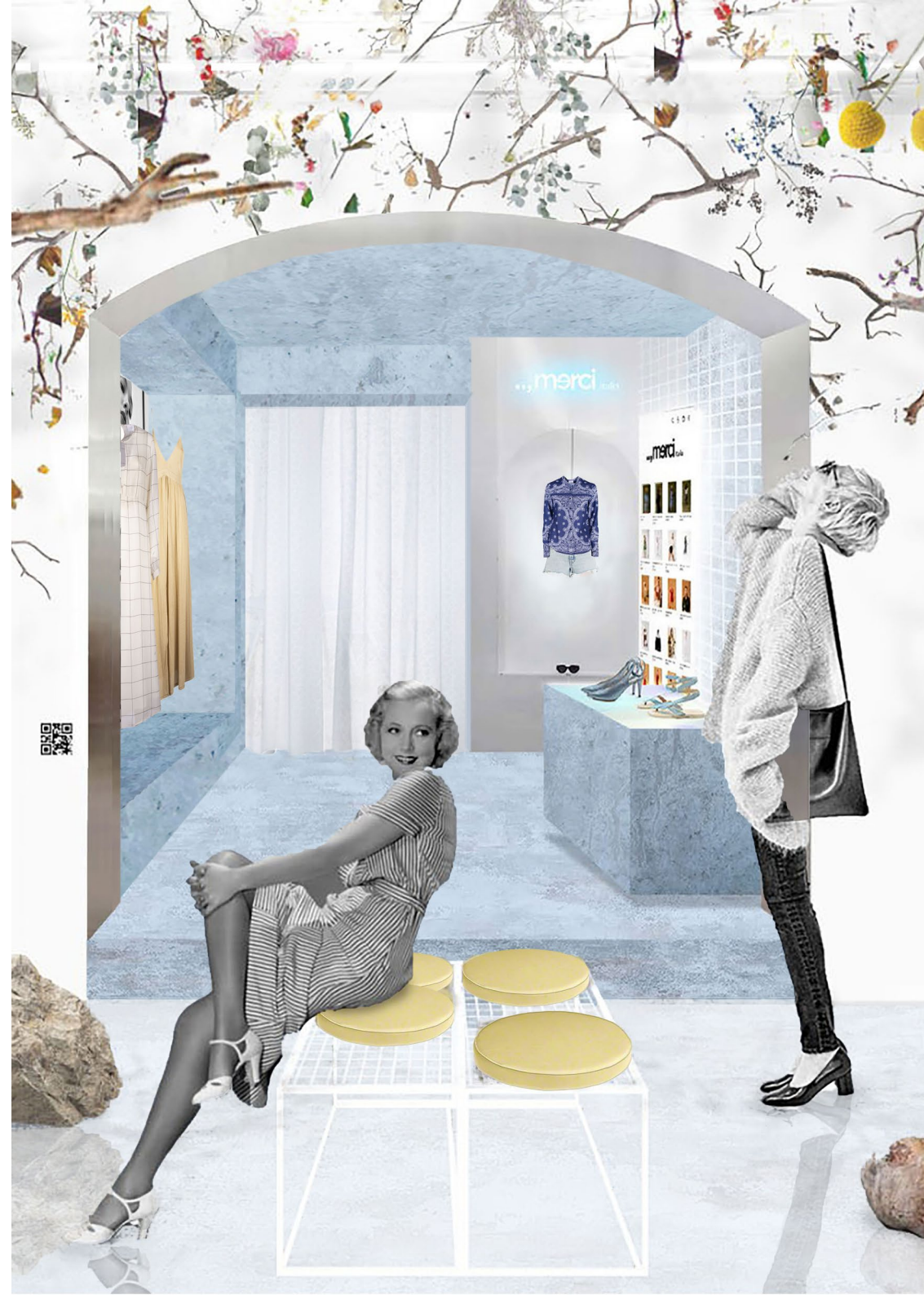
The Design of Spaces workshop explores different ways of living in the contemporary space, starting from behaviors, habits and lifestyle to the interest of daily life inhabitants.

### DESIGN FORMATION - Theoretical Course

The Design Formation course explores different design strategies through the analysis of iconic projects in order to form a design critical thought and a visual communication strategy.

### ENVISIONING - Workshop

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





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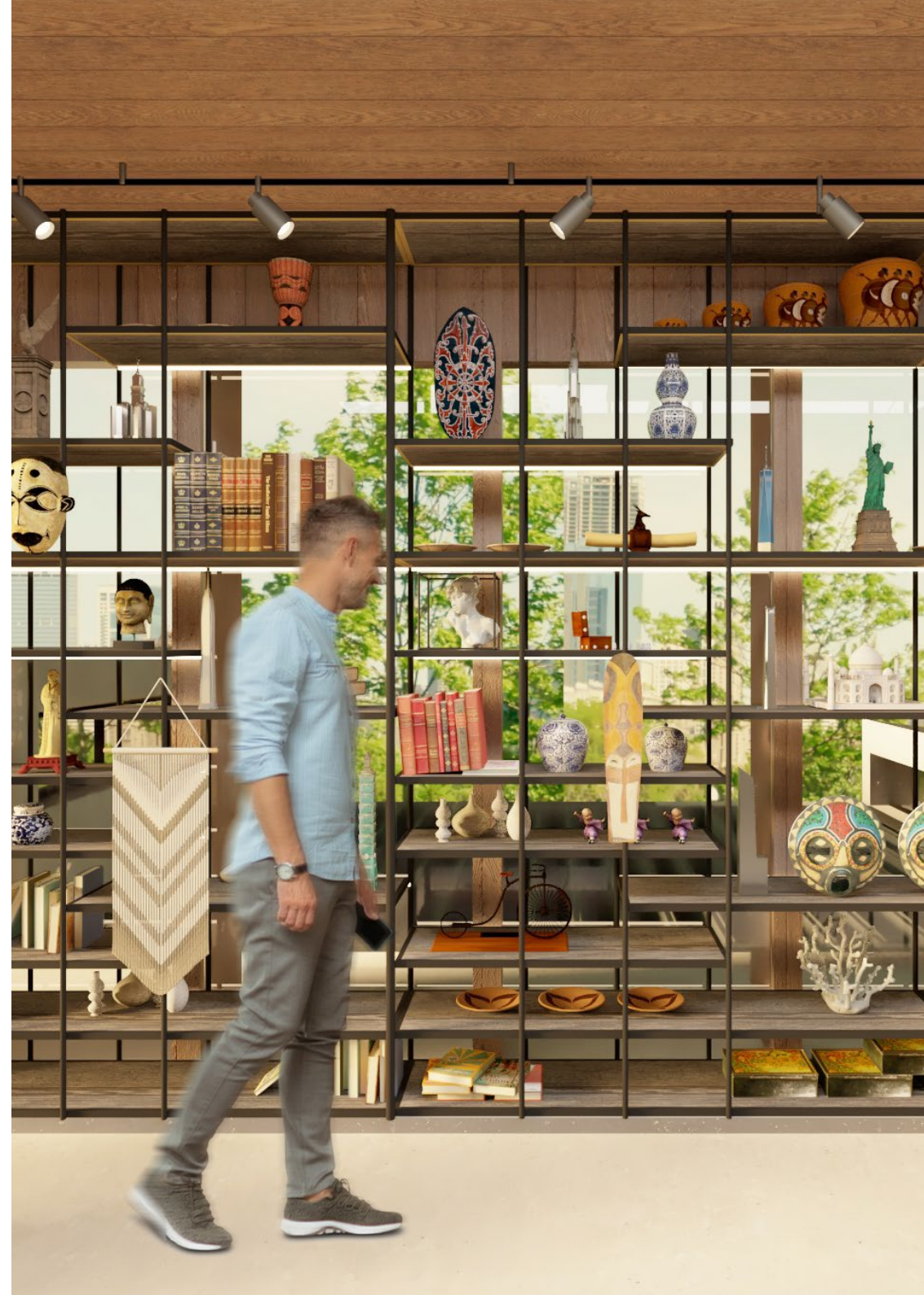
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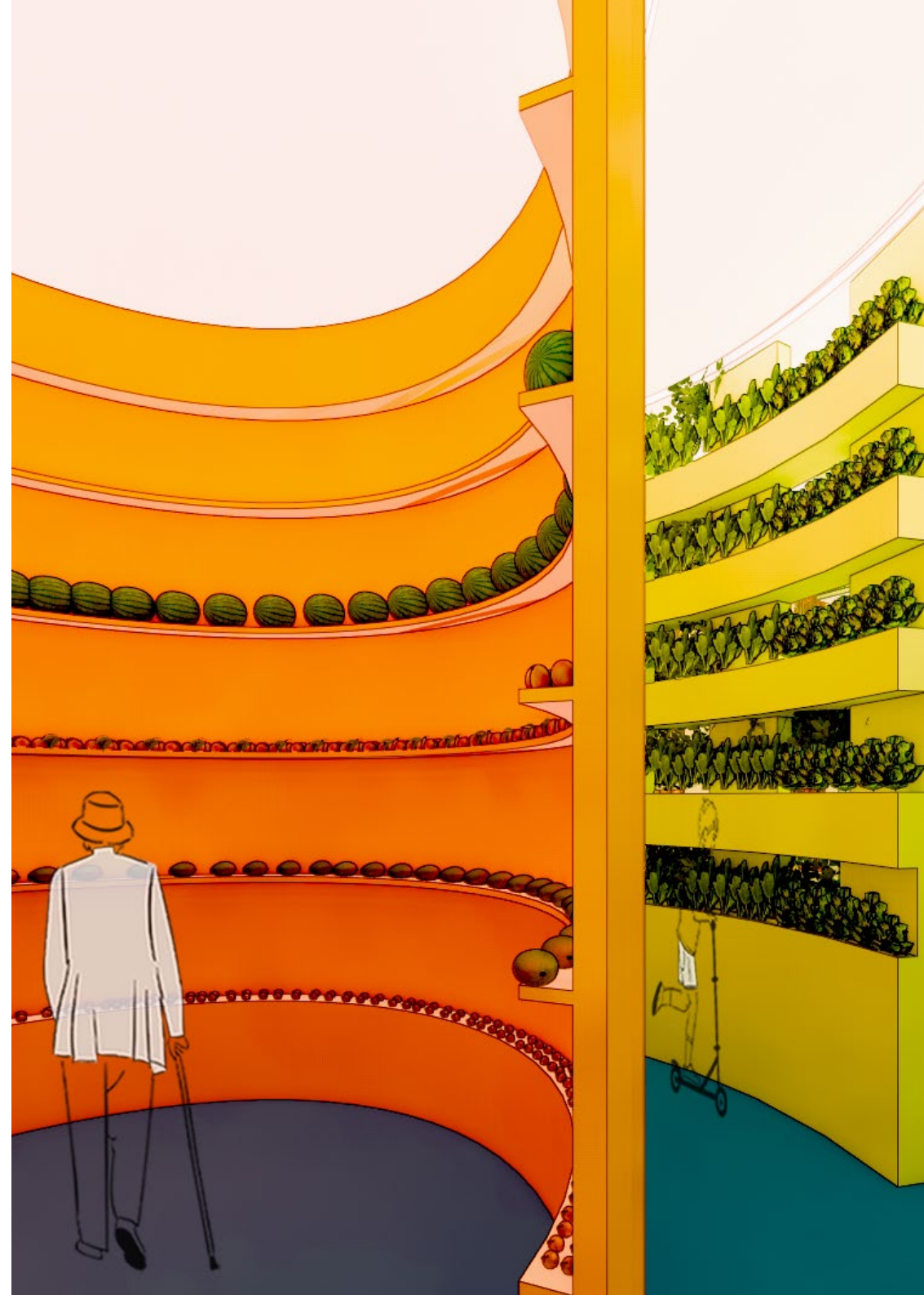
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### ADVANCED DESIGN & PROCESSES - Workshop

The Advanced Design & Processes workshop explores a design integration approach, which is based on bringing together research, materials, advanced technologies for design manufacturing and digital fabrication to create innovative products for the industry.

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## Semester Course in Urban Vision & Architectural Design

### URBAN REPRESENTATION - Theoretical Course

The Urban Representation course investigates a wide range of urban representation techniques through the use of digital information. Through visual analysis of urban case studies students advance their knowledge on how to execute digital documentation at urban scale.

### ARCHITECTURAL DESIGN - Workshop

The Architectural Design workshop focuses on designing integrated architectures through critical research readings and context analysis.

### DESIGN FORMATION - Theoretical Course

The course explores different design strategies through the analysis of iconic projects in order to form a design critical thought and a visual communication strategy.

### URBAN & LANDSCAPE DESIGN - Workshop

The Urban & Landscape Design workshop focuses on recognising, reading and analysing a large frame of the city/territory in order to understand how to design an innovative and a consistent urban project.





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### URBAN REPRESENTATION - Theoretical Course

The course focuses on the analysis of multiple case studies for digital visualization in architecture. Through different visual representation exercises students are challenged to design a small object related to architectural design. A critical comparison between key studies is applied to envision and visualize an architectural project.

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## Semester Course in Interaction Design

### **STORYTELLING & VISUAL NARRATIVES - Theoretical Course**

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

### **EXPERIENCE DESIGN - Workshop**

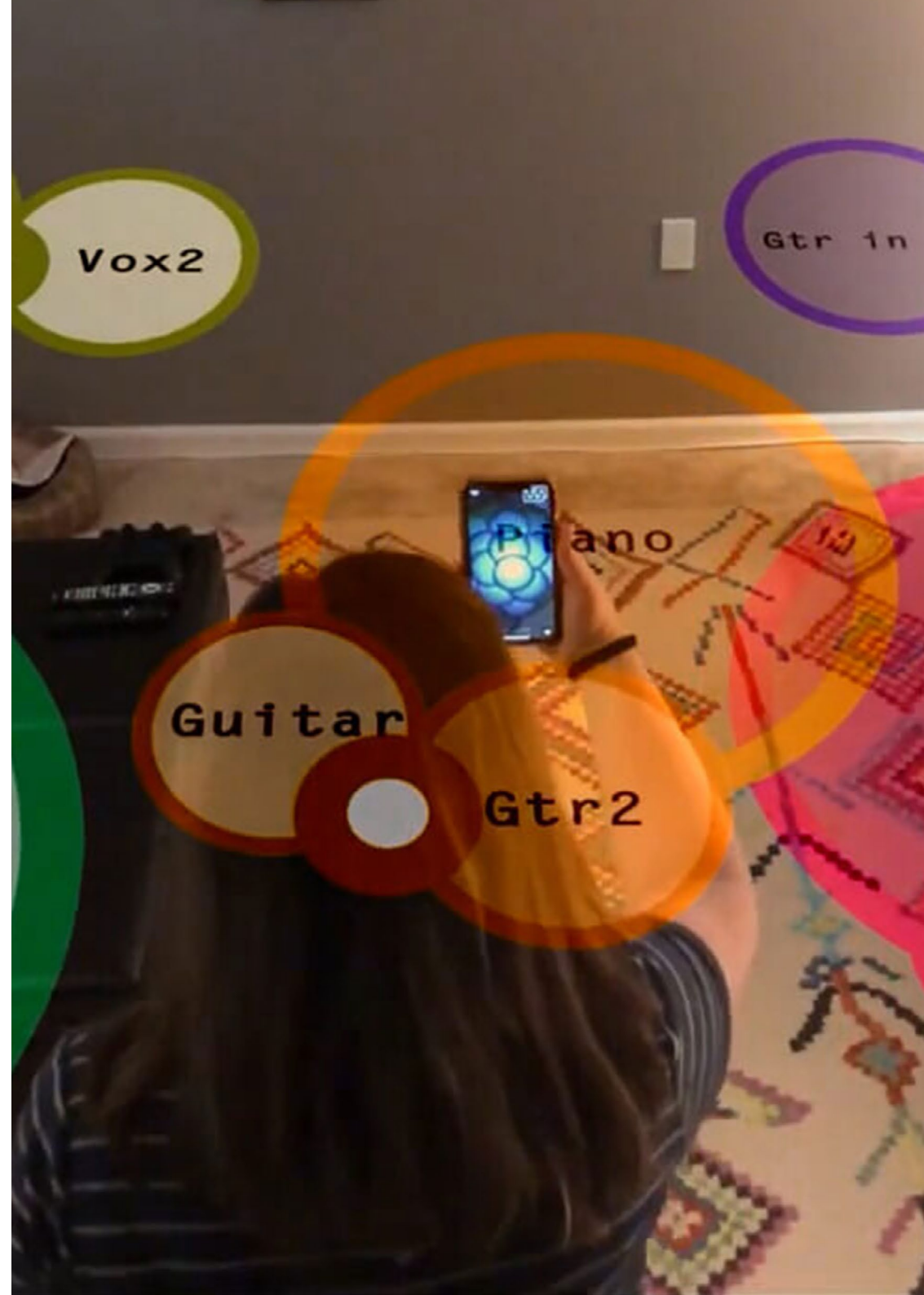
The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.

### **DIGITAL & PHYSICAL PROTOTYPING - Theoretical Course**

The Digital & Physical Prototyping course intertwines theoretical insights, with targeted design activities, short assignments and exercises aimed at developing specific competences on how to prototype for interactive products and services, using basic technological solutions, both software and hardware.

### **TANGIBLE INTERACTION - Workshop**

The Tangible Interactions workshop aims at developing projects in the domains of physical computing and haptic interfaces by screening, analysing and experimenting software and hardware technology in order to develop a confidence with the palette of tools and platforms that constitute the “basis” for designing interactive solutions.



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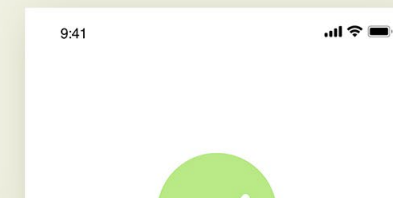
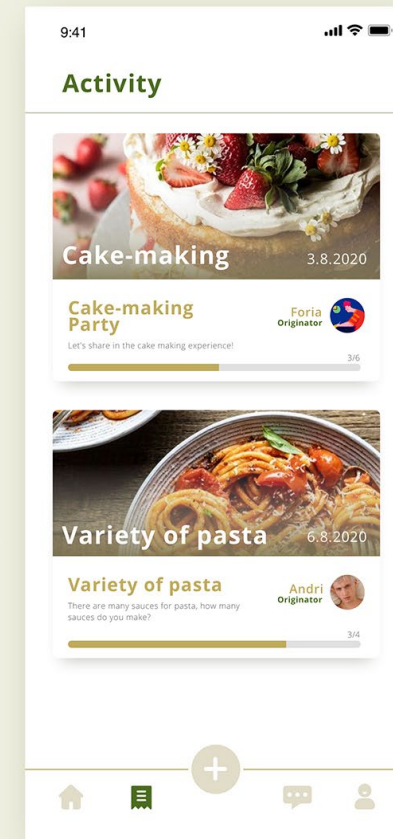
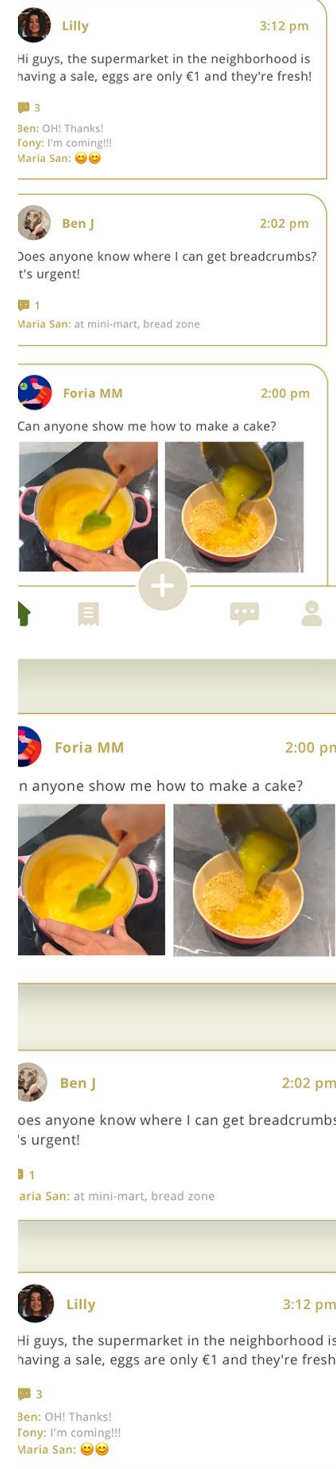
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### DESIGN THINKING - Theoretical Course

The objective of Design Thinking is to involve consumers, designers and business people in an integrative process to imagine future states and bring products, services, and experiences to market. Through a series of theoretical lectures and practical activities, the course provides students a clear perspective on this subject.

### SERVICE DESIGN - Workshop

The workshop provides students 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.



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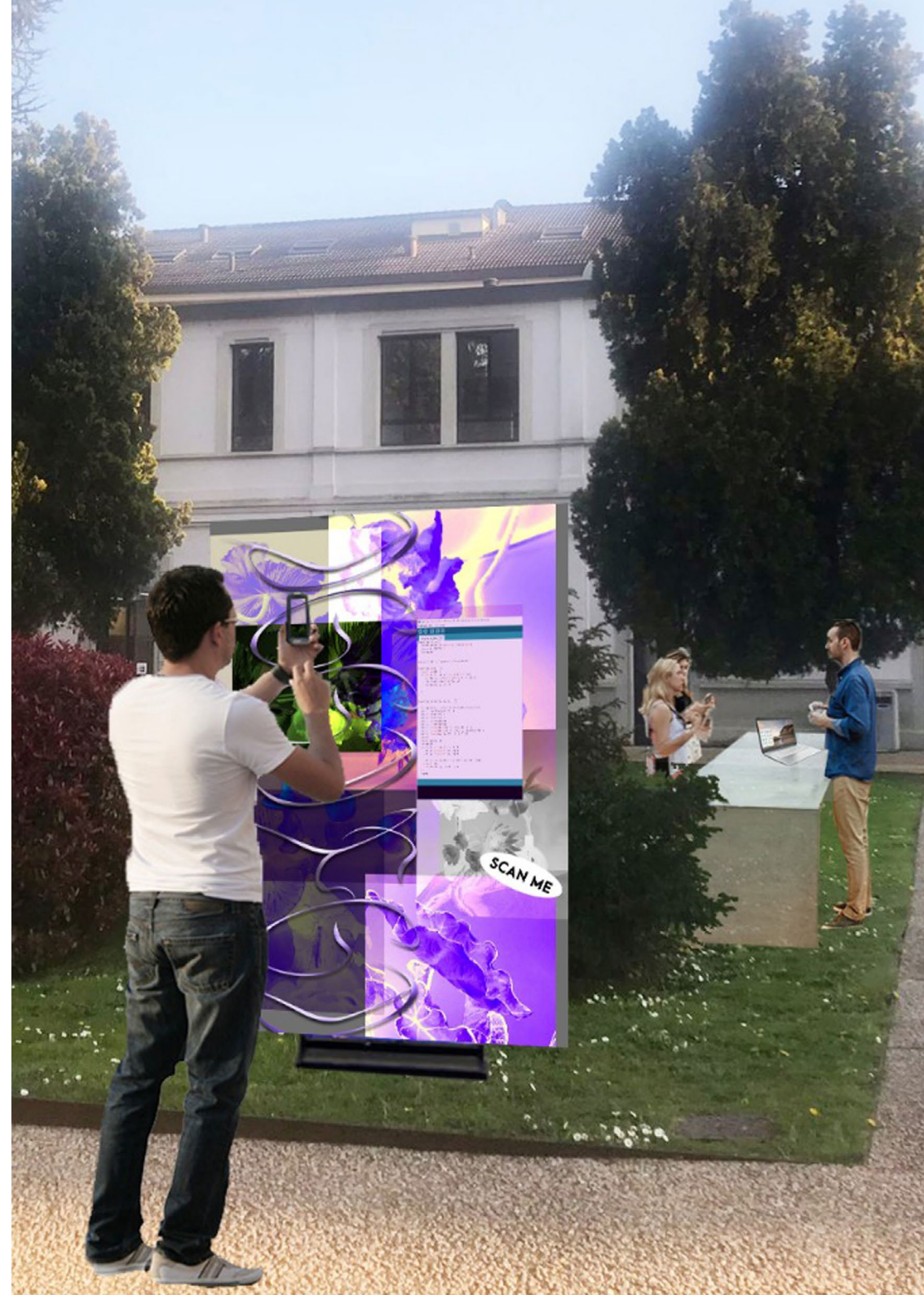
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## Semester Course in Visual Brand Design

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### IDENTITY DESIGN - Workshop

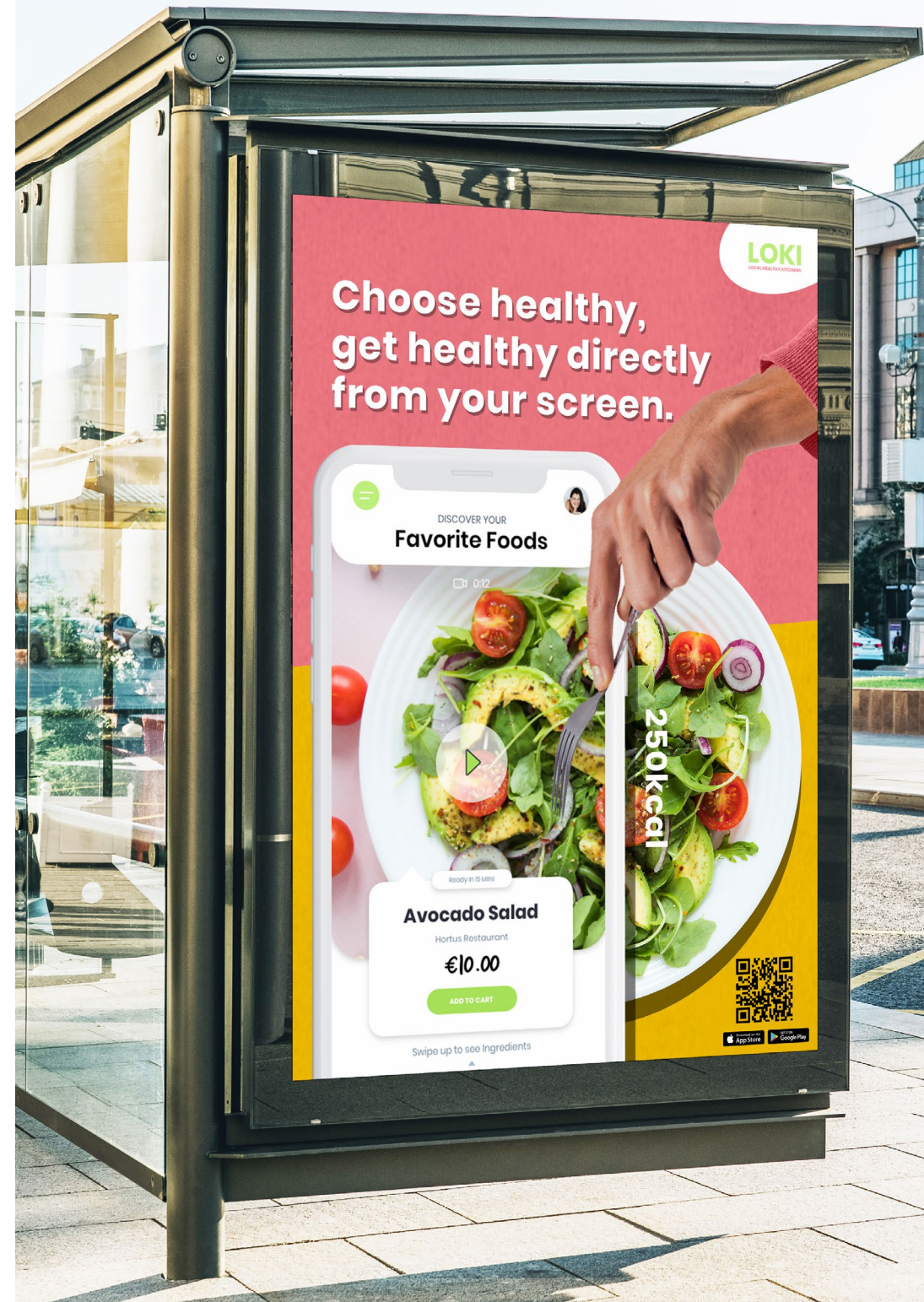
The Identity Design workshop aims at developing the skills for designing the brand identity of a company, extend a pre-existent one and/or planning a promotional strategy.

### VISUAL CULTURES - Theoretical Course

Visual Cultures explores the fundamentals of visual culture through testimonials and design scenarios. The course offers a deeper understanding of the graphic design process through the management of visual elements. Students will be able to design visual layouts and manage, at advanced level, elements such as text and image.

### NEW PRODUCT STRATEGIES - Workshop

The New Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.





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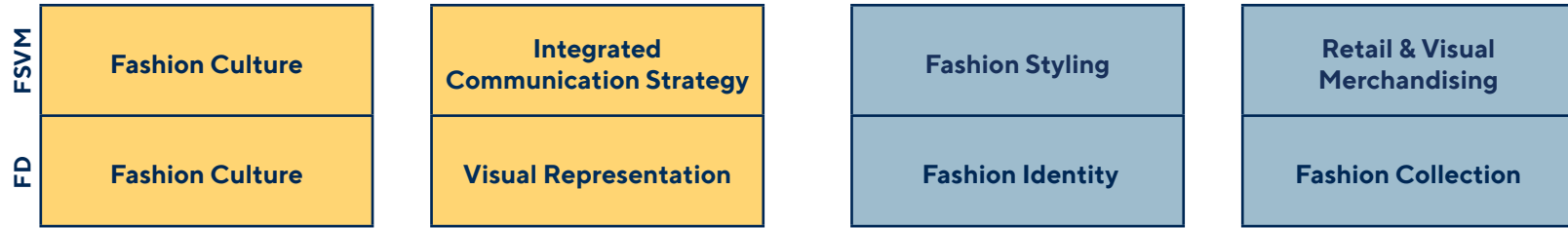


# Fashion Area

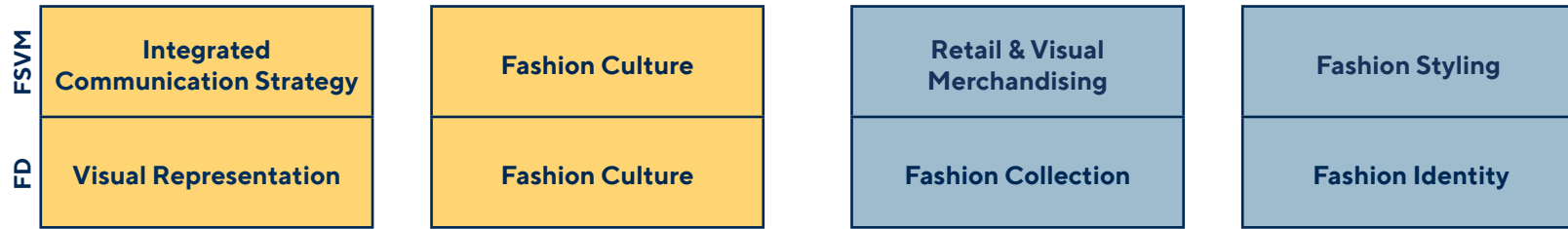
Semester Course in Fashion Design  
Semester Course in Fashion Styling  
& Visual Merchandising



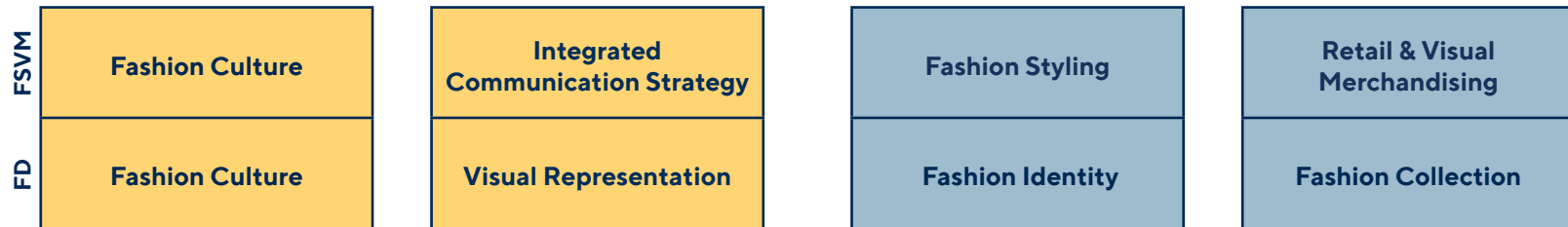
# FIRST INTAKE



# SECOND INTAKE



# THIRD INTAKE





## Semester Course in Fashion Styling & Visual Merchandising

### **FASHION CULTURE - Theoretical Course**

The Fashion Culture course offers the possibility to deeply analyse and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology.

### **FASHION STYLING - Workshop**

The Fashion Styling workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.

### **INTEGRATED COMMUNICATION STRATEGY - Theoretical Course**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

### **RETAIL & VISUAL MERCHANDISING - Workshop**

The objective of the Retail and 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.



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### **FASHION IDENTITY - Workshop**

The Fashion Identity workshop requires students to explore their own design identity, to scope and develop an individual fashion project.

### **VISUAL REPRESENTATION - Theoretical Course**

The course explores advanced drawing and illustration skills. Students practice how to interpret their concepts and express their designs through conventional methods and new media.

### **FASHION COLLECTION - Workshop**

The Fashion Collection workshop focuses on the application of a professional approach in the development of a fashion collection, through the definition of an innovative concept and the presentation of a complete body of work addressed to an existing Italian and/or international fashion brand.





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# Business Area

Semester Course in Business Design

Semester Course in Fashion Management

Semester Course in Luxury Brand Management



# FIRST INTAKE

FM	Fashion Marketing & Management	Integrated Communication Strategy	Fashion Brand Management	Fashion Merchandising & Buying
BD	Strategic Branding	Business Design Tools Entrepreneurship	Entrepreneurship Through Design	New Product Strategies
LBM	Strategic Branding	Integrated Communication Strategy	Strategic Brand Management	Digital Communication

# SECOND INTAKE

FM	Integrated Communication Strategy	Fashion Marketing & Management	Fashion Merchandising & Buying	Fashion Brand Management
BD	Business Design Tools Entrepreneurship	Strategic Branding	New Product Strategies	Entrepreneurship Through Design
LBM	Integrated Communication Strategy	Strategic Branding	Digital Communication	Strategic Brand Management

# THIRD INTAKE

FM	Fashion Marketing & Management	Integrated Communication Strategy	Fashion Brand Management	Fashion Merchandising & Buying
BD	Strategic Branding	Business Design Tools Entrepreneurship	Entrepreneurship Through Design	New Product Strategies
LBM	Strategic Branding	Integrated Communication Strategy	Strategic Brand Management	Digital Communication



## Semester Course in Business Design

### STRATEGIC BRANDING - Theoretical Course

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis – a key success factor for any entrepreneurial and business activity no matter how visionary.

### ENTREPRENEURSHIP THROUGH DESIGN - Workshop

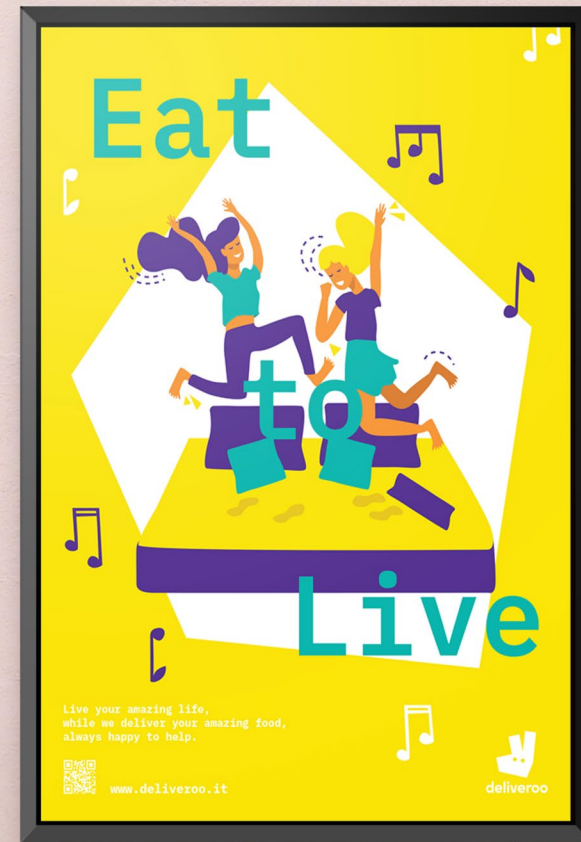
The workshop explores issues, theories, cultures, and methods associated with the goal of designing an “ideal business”, starting from the assumption that every successful business and company is the realisation of something that originated as a dream.

### ENTREPRENEURSHIP: BUSINESS DESIGN TOOLS - Theoretical Course

The course focuses on the entrepreneurial process of opportunity identification and exploitation; the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. Students will explore the definition of what entrepreneurship is to its specificities and challenges.

### NEW PRODUCT STRATEGIES - Workshop

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## Semester Course in Business Design

### **ENTREPRENEURSHIP: BUSINESS DESIGN TOOLS - Theoretical Course**

The course focuses on the entrepreneurial process of opportunity identification and exploitation; the nature of entrepreneurial opportunities; the traits of entrepreneurs; and the final definition of a business plan. Students will explore the definition of what entrepreneurship is to its specificities and challenges.

### **NEW PRODUCT STRATEGIES - Workshop**

The New Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

### **STRATEGIC BRANDING - Theoretical Course**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

### **ENTREPRENEURSHIP THROUGH DESIGN - 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 realisation of something that originated as a dream.





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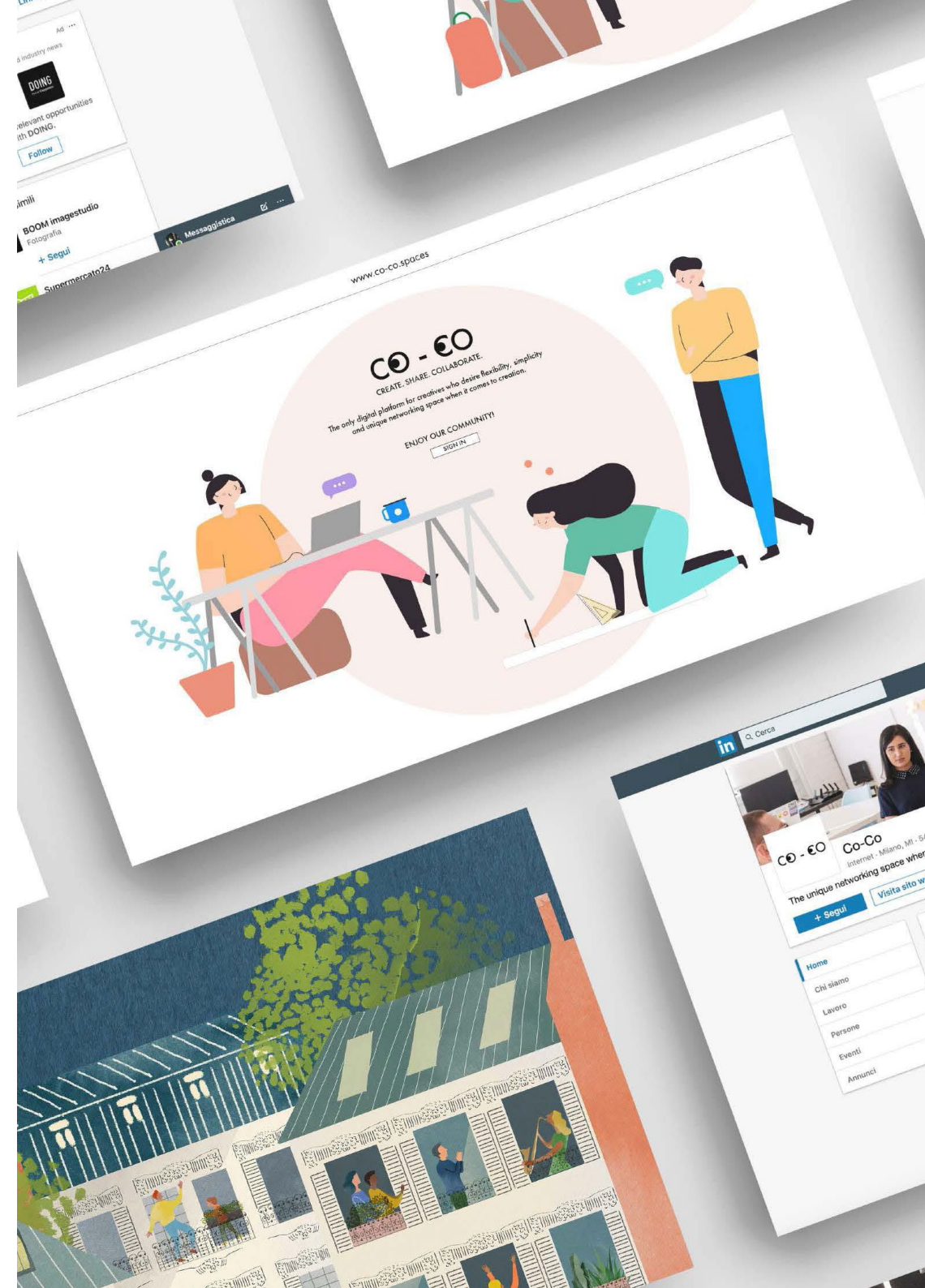
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## Semester Course in Fashion Management

### **FASHION MARKETING & MANAGEMENT - Theoretical Course**

The Fashion Marketing & Management course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

### **FASHION BRAND MANAGEMENT - Workshop**

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.

### **INTEGRATED COMMUNICATION STRATEGY - Theoretical Course**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

### **FASHION MERCHANDISING & BUYING - Workshop**

The Fashion Merchandising & Buying workshop gives students an insider view on the key role of a fashion buyer; from professional competencies and essential retail strategy and operations to personal attributes.





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## Semester Course in Luxury Brand Management

### STRATEGIC BRANDING - Theoretical Course

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis – a key success factor for any entrepreneurial and business activity no matter how visionary.

### STRATEGIC BRAND MANAGEMENT - Workshop

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

### INTEGRATED COMMUNICATION STRATEGY - Theoretical Course

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

### DIGITAL COMMUNICATION - Workshop

The workshop support students 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.





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# Admission process

## 1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- Holding a first level academic degree (Bachelor degree or academic diploma) in fields related to the selected study program.
- Our Semester's Programmes are also open to students with a different degree or diploma, provided that the applicant is motivated by strong interest in the program's topics and demonstrates the necessary technical skills and open to professionals with a previous background in the related field of study.
- Certificate of English language (IELTS 5.0 Academic or equivalent on entry).

## 2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Completed application form
- Artistic and professional portfolio of projects (not mandatory for Semester's Programmes of MFM, MLBM, MBD)
- Curriculum vitae
- Motivational letter
- 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 or most updated official transcript / mark sheet if not graduated yet
- Documentation regarding further courses or seminars attended (if available)
- English language certificate (IELTS 5.0 Academic or equivalent)
- Copy of passport
- Application fee of €100

## 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 ON 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 two weeks from official admission date. Official pre-enrollment payment dates can be anticipated depending on the Admissions Office's decisions based on the application/admission dates. Admissions office will inform students about documents needed for enrolment to the course. Domus Academy will assist students for visa application.

**Non-European students** will need to apply for study visa via Universitaly ([www.universitaly.it](https://www.universitaly.it)) 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. Through its network of 37 schools, the group is present in over 40 campuses in 10 countries around the world and has over 100,000 enrolled students.

It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering. 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.