

AY 2024/25

Double Award Master's Programme / Academic Master's Programme in

# INTERACTION DESIGN

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



DOMUS ACADEMY MILANO

# About Domus Academy



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

Juan Carlos Viso/Juanco

**Domus Academy is the place where everything and its opposite is discussed, where ideas grow and invade the surrounding world.**

Emanuele Biondi

**In my opinion, there have been only three real design schools: Bauhaus, which corresponded to the industrial society, Ulm to the mass society, and Domus Academy, the school of the postindustrial society.**

Antonio Petrillo

**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

# Awards and recognitions

## SCHOOL AWARDS:

- Included in the **QS World University Rankings by Subject**
- Included in **THE Impact Rankings** (2023)
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities (2022)
- Selected by **Azure magazine** as Top 8 Interior Design and Interaction Design Schools - 2016, 2017
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design 2014-2017
- Listed as one of the Best Design Schools in the World by **BusinessWeek** - 2009
- **Compasso d'Oro Award** by the ADI, Associazione Disegno Industriale (Industrial Design Association) - 1994



## STUDENT AWARDS:

- 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**
- Noel Braganza (Master in Interaction Design): **Winner Red Dot Award 2020**
- Ana Gabriela Teran, Yara Ghaouch (Master in Fashion Styling & Visual Merchandising): **Winners Bodytelling contest by Marie Claire 2019**

# 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 a 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



## Andrea Desiato

*Double Award Master's Programme / Academic Master's Programme  
in Interaction Design*

**"Our students learn to create systemic solutions that can elevate the human condition at any level, and at any scale."**

# Master in Interaction Design

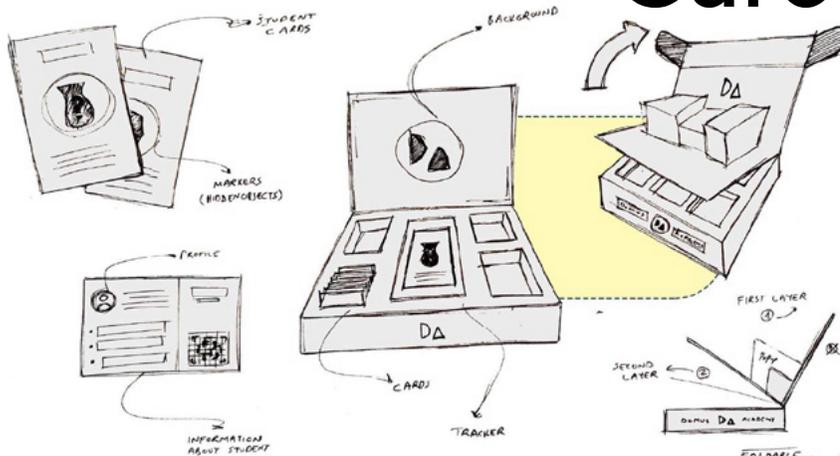


The Master in Interaction Design programme is workshop-based, supported by seminars, lectures, tutorials, and fieldwork. Industry professionals, the programme leader, and project leaders will guide you via individual coaching and mentorship.

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



The mystery box, project by Dipayankanti Pradhan, Shruti Ranade, Halil Arkan, Master in Interaction Design 2021, in collaboration with Khronos Group

Build confidence and insight to pursue management and design roles in the industry. Be prepared to embark on a career as a self-employed consultant or entrepreneur, or consider a wide range of related roles in design consultancy firms, interaction design studios or tech start-ups, including:

**INTERACTION DESIGNER**

**USER EXPERIENCE DESIGNER**

**DIGITAL DESIGNER**

**DESIGN RESEARCHER**

**CREATIVE TECHNOLOGIST**

**BRANDING AND MARKETING CONSULTANT**

# Academic Offering

## ACADEMIC MASTER'S PROGRAMME

**DURATION:** 11 months

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

**CREDITS:** 60 ECTS

**LANGUAGE:** English

INTAKE SEPTEMBER 2024: from 10/09/2024 to 25/07/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 14/11/2025

INTAKE FEBRUARY 2025: from 27/01/2025 to 23/01/2026

VALIDATION: NABA



DOMUS ACADEMY MILANO

## DOUBLE AWARD MASTER'S PROGRAMME (MASTER OF ARTS)

**DURATION:** 13-15 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

INTAKE SEPTEMBER 2024: from 10/09/2024 to 28/11/2025

INTAKE NOVEMBER 2024: from 12/11/2024 to 13/02/2026

INTAKE FEBRUARY 2025: from 27/01/2025 to 22/04/2026

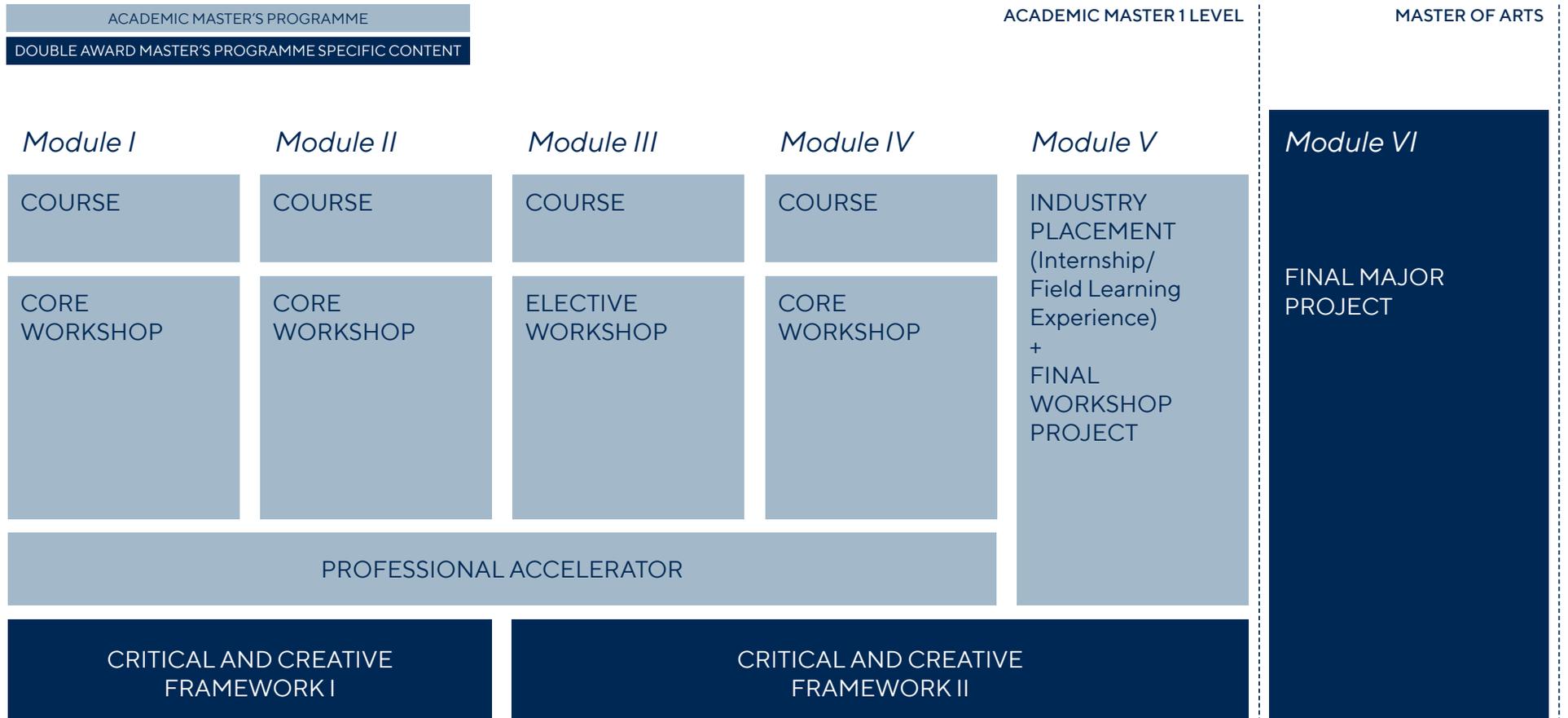
VALIDATION: Regent's University London and NABA



 **REGENT'S**  
UNIVERSITY LONDON

INTERACTION DESIGN

# Programme Structure



Each Master's Programme is **workshop based**, supplemented with seminars, lectures, tutorials and fieldwork.

The **Academic Master's Programme** path consists of **4 modules** (course + workshop) plus **1 module** including a professional experience and a final portfolio presentation.

The **Double Award Master's Programme** path includes additional dedicated classes and a 6th module as **Final Degree Project** giving you the unique opportunity to pursue your design studies in Italy getting an **Academic Master Degree** validated by the Italian Ministry for Education and a UK validated **Master of Arts Degree**.

# Programme Structure

*Cumulus*, project by Soham Das, Catalina Dussan, Oomung Varma, Master in Interaction Design 2021, in collaboration with Comune di Milano, Resilient Cities Network



**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 WORKSHOP 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.

# Interaction Design Courses and Workshops

## THEORETICAL COURSES

*Storytelling & Visual Narrative*  
*Digital & Physical Prototyping*  
*Design Research Methods & Tools*  
*Professional Accelerator Activities*

## CORE WORKSHOPS

*Experience Design*  
*Tangible Interactions*

## ELECTIVE WORKSHOPS

One to be chosen among:

*Product Strategy*  
*Identity Design*  
*Entrepreneurship through Design*  
*Advanced Design & Processes*  
*Service Design*

SARA TESSARIN, STEFANO FUGA, CAROLINA REY BEDON (illimity)

# Interaction 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.

## **DIGITAL AND 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.

## **DESIGN RESEARCH METHODS & TOOLS - THEORETICAL COURSE**

The course Design Research Methods and Tools explores theories and practices within the field of creative thinking. You 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. You learn how to acquire and manipulate the information they need to kick-start their projects.

## **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 and portfolio and a CV and offers them opportunities for contact with the professional world.

## **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.

## **TANGIBLE INTERACTIONS - 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.

## **PRODUCT STRATEGY - WORKSHOP**

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

## **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.

## **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 realization of something that originated as a dream.

## **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.

## **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.

# Workshops



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

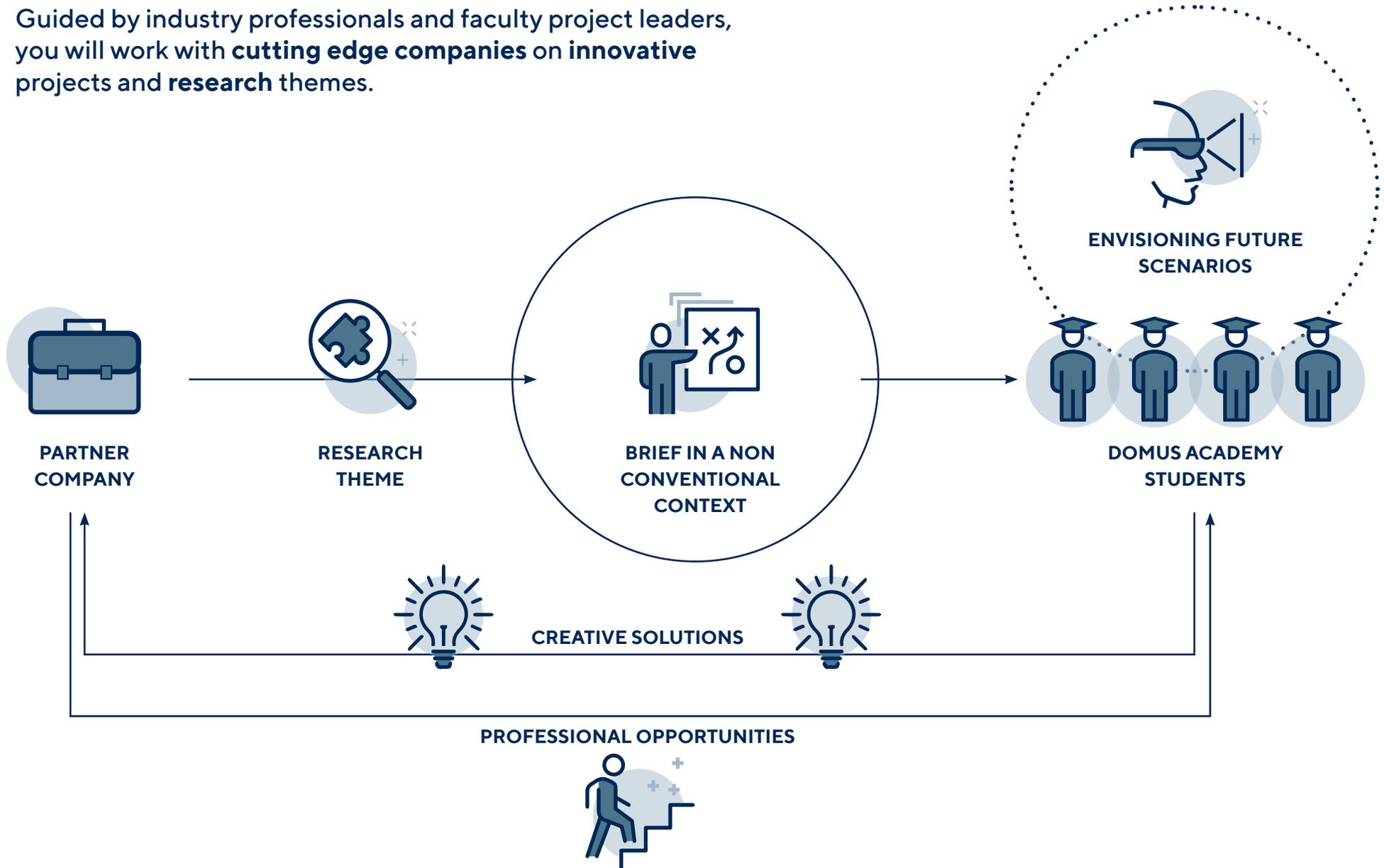
In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present your work and ideas as a link between the specific disciplinary perspective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



# Faculty



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

**Pier Bardoni, Riccardo Castaldi, Silvio Cioni, Fabio Franchino, Nima Gazestani, Riccardo Mantelli, Alessandro Masserdotti, Andrea Pedrina, Andrea Pinchi, Remo Ricchetti, Ilaria Scarpellini, Pietro Tarsitano, Stefania Berselli, Alessandro Chessa, Vittorio Cuculo, Giacomo Ferrari, Luca Troisi, Andrea Piccolo, Fabio Besti, Alberto Andreetto, Joseph Forakis, Alice Mela, Eray Alan, Giovanni Caruso, Emanuele Gandini, Giorgio Mazzucchelli, Andrea Banfi, Pradyumna Surampudi, Federico Tenga.**

JOSEPH FORAKIS

Founder and President [joseph forakis ... design](#)

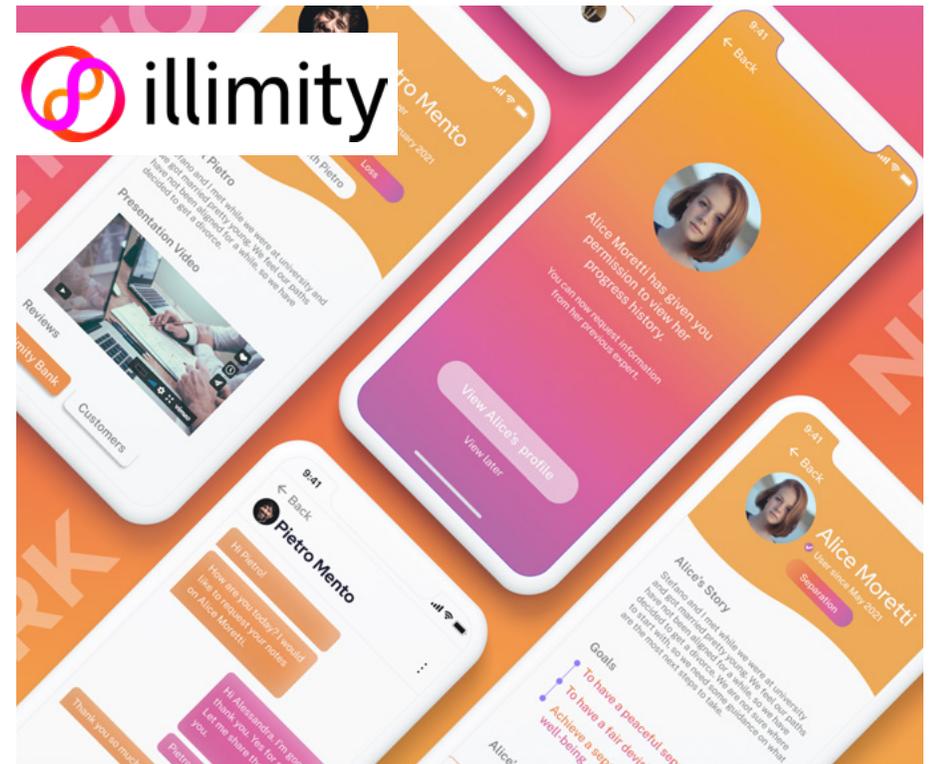
# Companies and Projects

Several companies and design studios collaborate with the Master in Interaction Design such as Cisco, Fondazione Achille Castiglioni, Kickstarter, MUBA, Fondazione Palladio Museum, Repower, Technogym, Khronos Group, Comune di Milano, Accenture, Experientia, Enhancer, A2A Smart city, Illimity Bank.



“An Open Story” project by Francesca Caronna, Lorena Loretta, Catalina Dussan. Tangible Interactions and Service Design workshops in collaboration with Khronos Group.

After a year and a half of COVID pandemic, the Milan Design Week 2021 represents a moment to celebrate, to encourage people to come to re-discover and enjoy the city of Design. Students have developed an experience called ‘An Open Story’. Students propose experiences that somehow have to be unwrap.



“Crossbe” project Shruti Ranade, Francisca de Paula Cano Cervera, Lirika Krasniqi. Experience Design workshop in collaboration with illimity.

Nowadays users are adopting more intuitive and user-friendly services. Digital platforms have transformed the range of human activities including social, economic and political interactions. Based on this, students have created Crossbe, which is a cross-banking multi service platform offering assistance to users and professionals who want to gain visibility, have a new source of income, and become part of a trusted network. The solution provides a transaction platform with the purpose of facilitating connections between individuals and mentors, offering an all in one service, transparency and a trusted community.

# 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:

**Pietro Turi:** Digital Product Director Condé Nast Milan

**Ekene Ijeoma:** Director of Poetic Justice MIT Media Lab Director of Studio Ijeoma

**Julie Blitzer:** Manager: Product Design Bain & Company

**Gianpaolo Tucci:** Awwwards jury member

**Mauro D’Alessandro:** Design Lead - Mobile & Web Platforms Tesco

**Andrea Piccolo:** Managing Director Innovation By Design

**Jonning Chng:** Senior Designer FTW Energy - Adidas Originals

MEGHA DAMANI

Senior User Experience Designer, Userlane

**“Having 4 years of prior experience in UX design, Domus Academy gave me a platform where I could explore and apply interaction design to a variety of fields like visual merchandising & identity design that helped me broaden my experience and learn from a diverse team!”**

# Facts and Figures



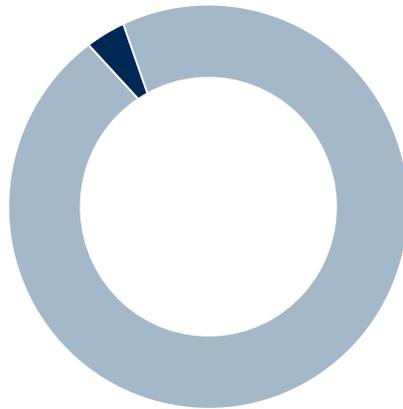
STUDENTS'  
NATIONALITIES



International  
Students  
93%

Italian  
Students  
7%

Source: BVA Doxa 2023



96%  
Placement Rate



100%  
Internship/Field  
Learning Experience

# Admission Process

## 1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- For the 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 Double Award Master's Programme: holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification). 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.

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

## 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 Double 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 Double Award Master's Programme only

## 3. SUBMIT THE APPLICATION

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

<https://admissions.domusacademy.com/dadea/>

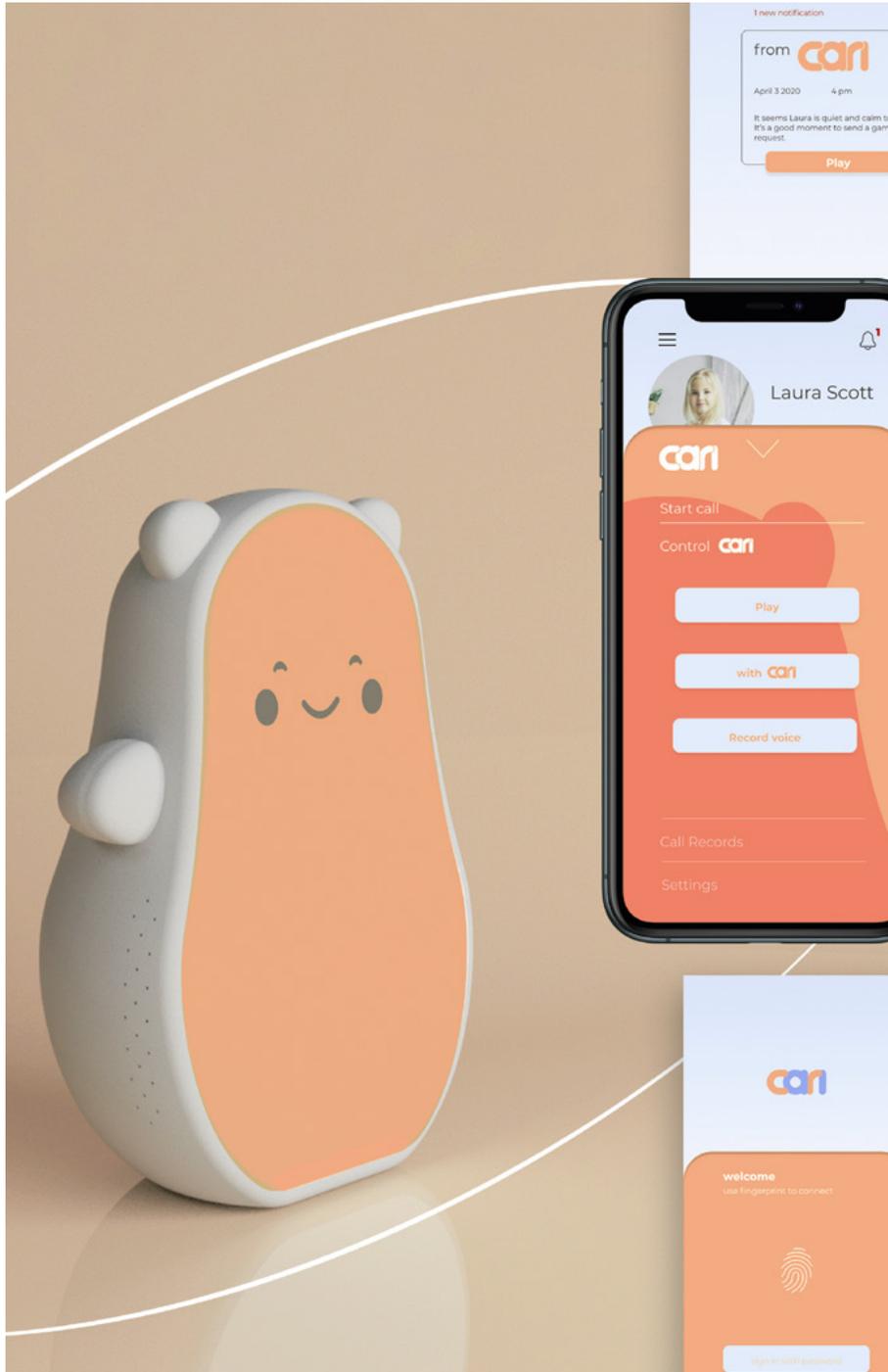
Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

## 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 on 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 [University](#) 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 **54 schools**, the group is present in over **91 campuses** in **13 countries** around the world and has over **170,000 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.

Domus Academy is part of the following associations:





**DOMUS ACADEMY MILANO**

**Think further, Design beyond**