



**Design
Experience
Programmes**

Domus Academy runs a unique series of intensive short courses, aiming at offering to the most talented students and promising international designers the opportunity to experience the Domus Academy learning methodology.

The workshops structure, made of lectures, visits, case histories held by professionals and company's testimonials, completed by practical training, enables students to invest their time into an intensive experience, an "open mind" deepening into those design issues that will help students in their last years of an undergraduate program, postgraduate students and recent graduates to build a sensitive professional soul on a solid, strategic design basis.

Dates:

1ST SUMMER SESSION: from 19th to 30th June 2023

2ND SUMMER SESSION: from 3rd to 14th July 2023

Duration:

60 contact hours

Attendance:

Monday to Friday

It is possible to combine a course from the first session with a course from the second session in a 4-week session (120 contact hours – 8 ECTS).

ECTS:

4 (ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home University)

Fees:

Fee for a 2-week course: 2.150 €*

Fee for a 4-week session: 4.000 €*

**The fees include:* class work, lectures and guided visits included in the programme, lunch on campus from Monday to Friday.

The fees do not include: travel expenses, accommodation, local transportation and other meals.

Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class. Please note that Domus Academy Design Experience Programs have a limited number of places that will be therefore assigned on a *first come – first accepted* basis.

Design Experience Programmes

SUMMER SESSION 1, FROM 19TH TO 30TH JUNE 2023:

Fashion Omnichannel Communication Strategies
Luxury and Lifestyle Management
Italian Design Culture and Contexts
Architectural Design: Concepts and Contexts

SUMMER SESSION 2, FROM 3RD TO 14TH JULY 2023:

Visual Merchandising Experience
Fashion Management Methods and Tools
Interior Design Methods and Tools
Urban and Landscape Design: Shared Territories
Service Design Methods and Tools



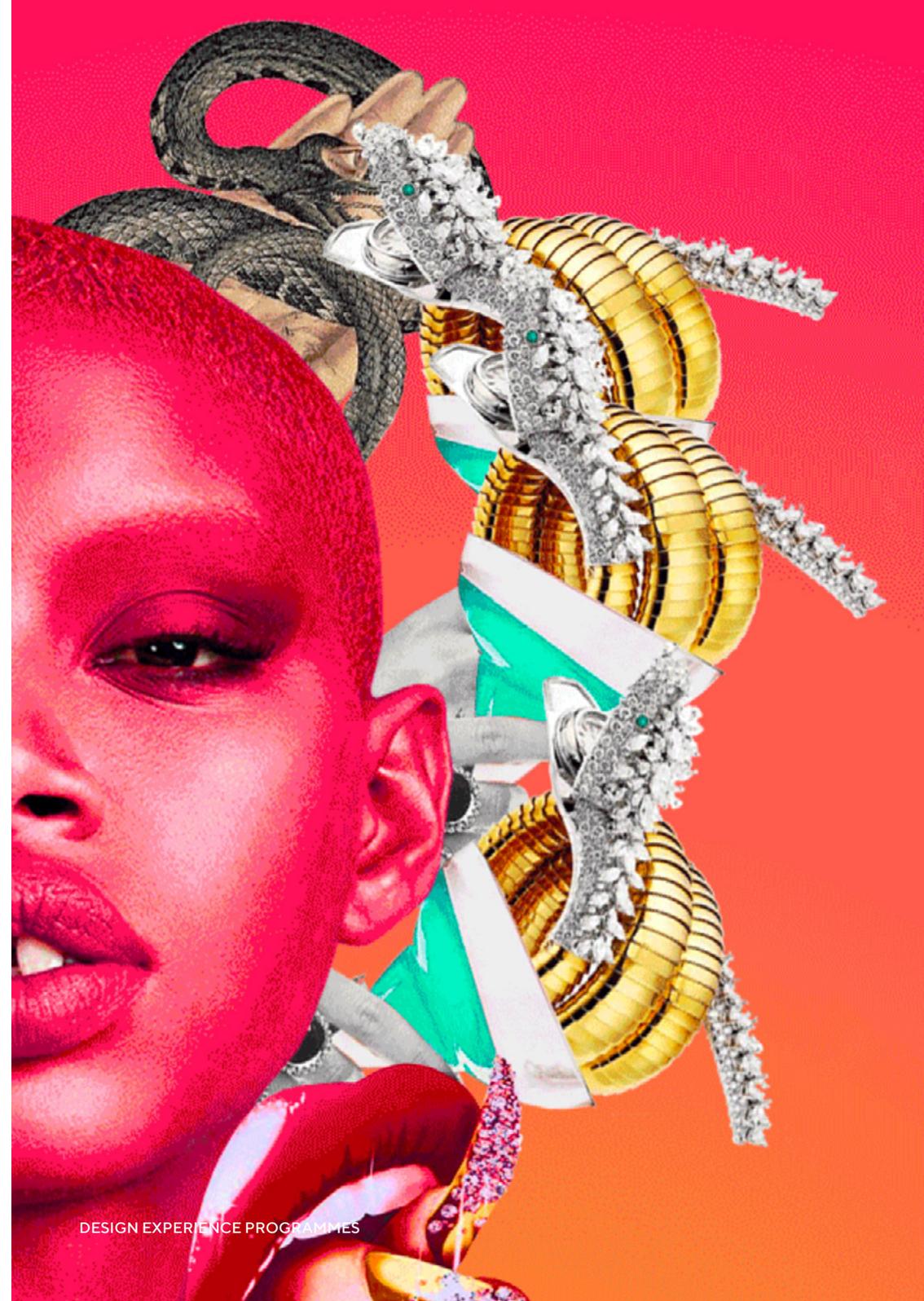
Programmes descriptions

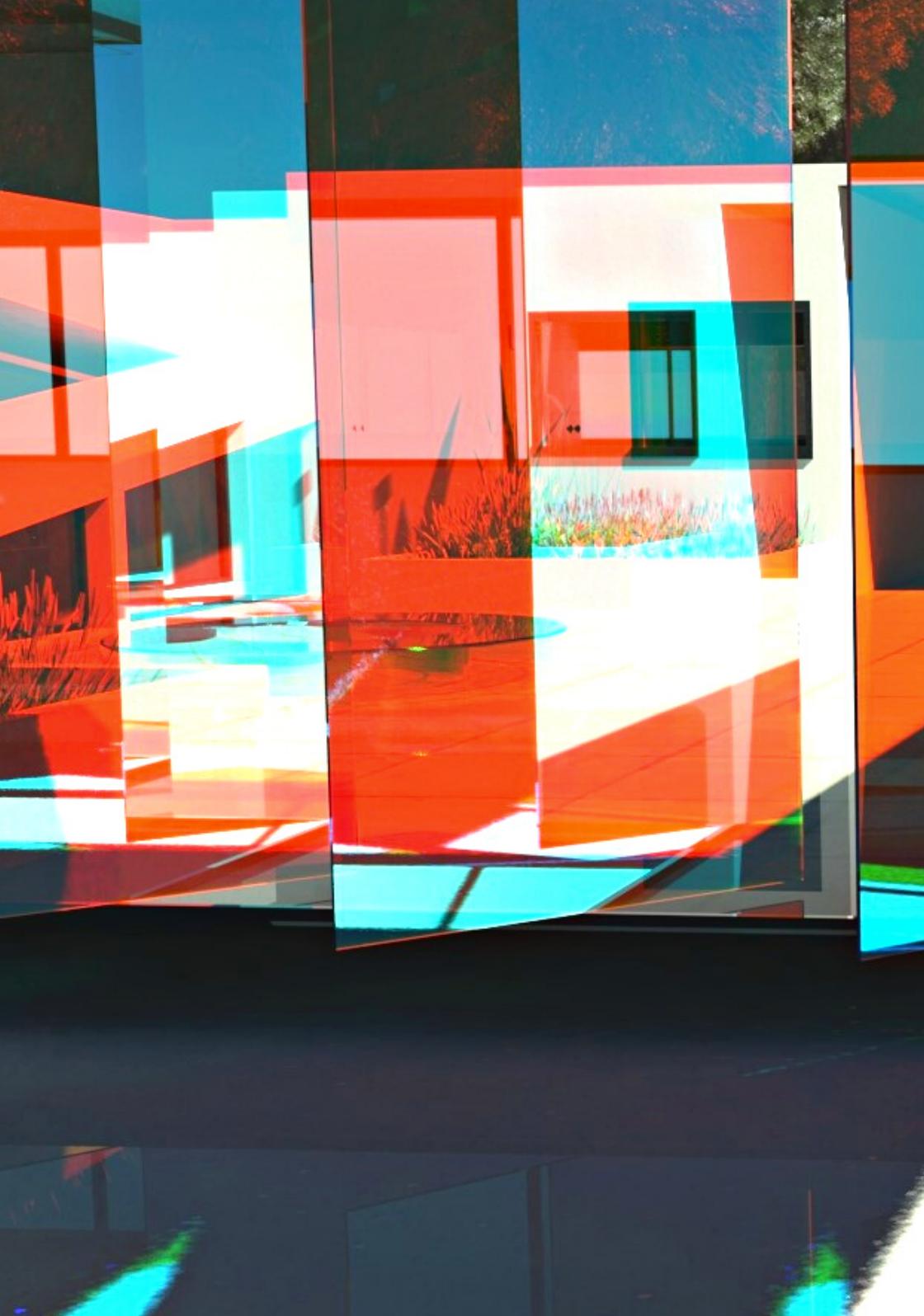
Fashion Omnichannel Communication Strategies will allow students to gain understanding of fashion brand promotion and communication strategies by assessing the value of contemporary fashion storytelling and narratives on digital and physical touchpoints. Students will explore digital tools and media and engage with fashion press and public relations to facilitate the development of strategic frameworks and integrated communication plans.

Luxury and Lifestyle Management will help students develop knowledge and expertise about luxury and lifestyle brands, constantly redefined by a new and younger audience fascinated by intangible values. Students will analyze existing luxury brand strategies and acquire the necessary tools to make brand management decisions through comprehensive case studies.

Italian Design Culture and Contexts develops the vision that design is an integrated activity, capable of perceiving the changes in society and the impact of markets. The course embraces different scales of design, from product to interior and architecture with the aim to highlight and identify the key factors that determine the quality of a design solution, in a path that connects past, recent and future experiences. At the end of this course, participants will be asked to produce a reflective learning journal in relation to the Italian Design Culture and its approach.

Architectural Design: Concepts and Contexts offers students the opportunity to discover and analyze different architectural components, historical projects and contemporary case studies. Students are challenged to imagine an innovative design solution in relation to specific Milanese Architectural typologies. Emerging from an in-depth study, the students will be guided to the theoretical principles within the architectural field. The aim of the workshop is to allow the student to approach the idea of a collective design language and, at the same time, explore an individual idea and expressive language.





Visual Merchandising Experience will involve in-depth research and analysis of brand DNA and retail benchmarking to develop and implement retail experiences. Students will learn to balance brand values and identity with the location, space, and storefront of an assigned store with commercial feasibility. Students will work on projects that involve concept development for touchpoint implementation with in-store layouts and experience, window displays and visual merchandising tools.

Fashion Management Methods and Tools examines marketing and management principles in relation to the fashion industry with the aim of understanding the fashion business model in the context of the global fashion industry. Students will learn to assess the success of fashion brands using case studies to identify the positioning and repositioning of fashion brands in the domestic and international markets and develop strategies for brand extension and global licensing.

Interior Design Methods and Tools explores different ways of living in the contemporary space. Students will investigate the relationship between people and spatial systems, at a small and medium scale, identifying criteria and solutions for developing concepts and innovative scenarios. Students will be working on a tailor made design exercise, where different graphic representations and technical drawings will be explored.

“Urban and Landscape Design: Shared Territories” focuses on identifying, reading and analyzing a large frame of urban territory in order to understand how to design a unique and consistent urban project. This laboratory offers students the opportunity to deal with a large scale through field diagnostics within an urban design context in Italy. Students are asked to explore a project within a territorial scale, and then challenged to solve, through digital and physical visualization strategies, issues related to the scale of the urban environment.

Service Design Methods and Tools encompasses the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones: as-is assessment, to-be alignment, stakeholders profiling, customer journey mapping, prototyping and testing. Students will apply methods and tools to map existing services, understand their pain points and propose a solution in order to improve the user experience.

Structure

1st Week:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Morning: Orientation Introduction and workshop presentation (3 hrs) <i>Lunch on campus</i> Afternoon: Lessons (3 hrs)	Morning: Lessons (3 hrs) <i>Lunch on campus</i> Afternoon: Field lesson/ Visit (3 hrs)	Morning: Lessons (3 hrs) <i>Lunch on campus</i> Afternoon: Lessons (3 hrs)	Morning: Lessons (3 hrs) <i>Lunch on campus</i> Afternoon: Field lesson/ Visit (3 hrs)	Morning: Lessons (3 hrs) <i>Lunch on campus</i> Afternoon: Free

2nd Week:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Morning: Workshop (3 hrs) <i>Lunch on campus</i> Afternoon: Field lesson/ Visit (3 hrs)	Morning: Workshop (4 hrs) <i>Lunch on campus</i> Afternoon: Workshop (4 hrs)	Morning: Workshop (4 hrs) <i>Lunch on campus</i> Afternoon: Field lesson/ Visit (3 hrs)	Morning: Workshop (4 hrs) <i>Lunch on campus</i> Afternoon: Workshop (4 hrs)	Morning: Final Presentations and Certificates delivery (4 hrs) <i>Farewell Lunch</i>

Domus Academy

Domus Academy began its activity in 1982 in Milan as one of the first postgraduate design schools in Italy and was conceived as an open project around the experience of Italian design and fashion.

It's a place where designers of the future can experience an open and cross-disciplinary environment. They work with visionary and cutting-edge companies following a learning by designing methodology and developing a mindset that enable them to find solutions for future problems.

Domus Academy is internationally recognized. Its main educational offer is constituted by eleven Master's programmes in the areas of Design, Fashion, Experience and Business.

Over the years, Domus Academy has been awarded many prizes and recognitions including the Compasso d'Oro Award for the quality of research and academic approach and the Special Badge of Excellence in Learning Experience from The Business of Fashion.

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