



On Demand Courses

DOMUS ACADEMY MILANO

TAILORED COURSES

Customised programmes for companies, institutions and university student groups designed starting from their specific learning needs and timeframe requirements. These dedicated pathways follow Domus Academy learning methodology based on a “learning by designing” approach with the aim of boosting knowledge and skills with a highly formative experience.

ON DEMAND COURSES

Intensive short courses, aimed at offering the opportunity to experience Domus Academy educational methodology. The workshop structure, made of lectures, visits, case histories held by professionals and company testimonials, completed by practical training, drive students and professionals to build a sensitive professional soul on a solid, strategic design basis.

DOMUS ACADEMY ON DEMAND COURSES

The current course catalogue includes the following courses that can be offered upon request to companies, universities, institutions in a specific period to be agreed on together:

- Fashion Omnichannel Communication Strategies
- Luxury and Lifestyle Management
- Italian Design Culture and Contexts
- Architectural Design: Concepts and Contexts
- Visual Merchandising Experience
- Fashion Management Methods and Tools
- Interior Design Methods and Tools
- Urban and Landscape Design: Shared Territories
- Service Design Methods and Tools
- FBI - Futures Based Innovation

ON DEMAND COURSES OVERVIEWS

Fashion Omnichannel Communication Strategies

The course will enable students to gain understanding of **fashion brands promotion and communication strategies** by assessing the value of contemporary fashion storytelling across **digital and physical touchpoints**.

Students will explore digital tools and media and interact with fashion press and public relations, developing strategic frameworks and integrated communication plans.



Luxury and Lifestyle Management

The course will enable students to develop knowledge and **expertise about luxury and lifestyle brands**, constantly redefined by a **new and younger audience** fascinated by intangible values. Students will analyse existing luxury brand strategies and acquire the necessary tools to **make brand management decisions** through comprehensive case studies.



Italian Design Culture and Contexts

The course aims at developing the **vision** that **design is an integrated activity**, capable of **perceiving the changes in society** and the impact of markets. It will embrace 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 approach.



Architectural Design: Concepts and Contexts

The course will offer students the opportunity to discover and analyse **different architectural components**, historical projects and contemporary case studies. Students will be 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 students to approach the idea of a collective design language and, at the same time, explore an individual idea and expressive language.



Visual Merchandising Experience

The course aims at involving 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

The course will examine **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

The course will explore 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

The course will focus on identifying, reading, and analysing a large frame of urban territory to understand how to **design a unique and consistent urban project**. This laboratory will offer students the opportunity to deal with a large scale through field diagnostics within an urban design context in Italy. Students will be 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

The course aims at encompassing 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 to improve the user experience.



FBI - Futures Based Innovation

The course aims to **provide managers, entrepreneurs, and professionals** with the practical knowledge **to use the design process and methodology** and to develop strategic and innovative decisions in a different way. The course introduces futures-based design methods and tools to unleash creativity and intuition to deal with uncertainty and manage innovation **decision-making differently from the business-as-usual**. The programme will introduce a way of thinking through design to make effective decisions on futures-oriented innovation.



More detailed course syllabi can be provided upon request.

For more information, please contact:

If you are a company:
partnership@domusacademy.it

If you are a university/school:
international.partnerships@domusacademy.it

Domus Academy

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

Over the years, it has established itself as a school in the full sense of the term: a place for postgraduate training and a research laboratory on the themes of innovation and design.

With 11 Master's Programmes and two 2-year Masters of Arts, its international perspective and unique "learning by designing" approach, Domus Academy stands out as a benchmark in education, while investigating innovation and shaping the future of Design transformation.

It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow's market demands.

domusacademy.com

