DOMUS ACADEMY MILANO

MASTER IN
SERVICE DESIGN

OVERVIEW

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PROGRAM SUMMARY

QUALIFICATION
(First Level) Academic Master

PROGRAM TITLE
Master in Service Design

PROGRAM TYPE
Full Time

LANGUAGE OF INSTRUCTION AND ASSESSMENT
English

EXPERIENCE DESIGN is impacting behavior through design. It is a people-centered design direction and a contemporary vision of the design process in which curiosity is the smart ingredient when generating future scenarios and experiences, perceptual spaces, services, strategies, storytelling, identity and brand perceptions.
It is when fiction meets reality.

New information and communication technologies are bringing on a revolution leading to a radical change in the way services are offered and enjoyed, generating evolving needs and desires, both in the public and the private sectors. Service Design, through an integrated and multidisciplinary approach, operates within this context and has the task to understand and embrace social changes in order to deliver experiences and solutions for unpredictable future scenarios.

AIMS AND OBJECTIVES

AIMS AND OBJECTIVES

The Master in Service Design program is meant to foster storytelling and prototyping skills, the problem-solving and business design approach to help students develop innovative service ideas. Through user observation, students will detect unmet user needs and develop compelling scenarios, physical and digital systems of service experience, working in close contact with professionals, firms and public-sector organizations. Moreover, Domus Academy ensures that students attending the academy become aware of the great opportunities surrounding them, such as the fact that Milan is an international and design-oriented city with a lot of famous design studios and agencies, research labs, trade fairs and companies. Students at Domus Academy come from about 50 different countries and this fact makes it an international school where different cultures can be met; Domus Academy is part of an international network of universities and the faculty of the academy are internationally renowned professionals in their field.

LEARNING OUTCOMES

At the end of the Master in Service Design the students will:

● Be able to develop all the project steps, from research and analysis to concept definition, from idea selection to its development, prototyping, testing, execution and market launch.

● Identify user observation and user experience as core elements of Service Design projects.

● Learn and use methodologies and tools for research, analysis, strategic planning and idea generation to successfully take on the most diverse Service Design projects.

● Develop business design knowledge in order to verify and validate the financial sustainability of project proposals.

● Understand the importance and effectiveness of prototyping as a way to present and iteratively test ideas throughout the whole project duration.

● Develop storytelling and storyboarding skills to produce holistic scenarios and effective project presentations.

● Know how to analyze and understand the cultural, technological and infrastructural constraints of the context in which the service will operate, in order to transform them into design opportunities.

● Develop analytical and creative skills to take on and solve complex issues.

● Acquire collaborative planning skills and design sensitivity within interdisciplinary teams.

CAREER OPPORTUNITIES

Graduates from the Master in Service Design may seek employment at established firms, such as large corporations, service companies, design consultancy, as well as NGOs, government agencies, research institutions, or start their own consulting business. Possible job titles include: Service Designer, Design Strategist, Experience Designer and Design Researcher.

ENTRY REQUIREMENTS

Criteria for Admission to the Program (including required English language score)

Eligibility conditions for entering the Master Course are:
- Bachelor Degree or Equivalent
- English Language Knowledge: IELTS 5.0 or equivalent

Applicants are required to submit the Application Package, including:
- Application Form (full and satisfactory completion)
- Copy of Bachelor Degree* or equivalent
- Transcripts of previous study paths
- IELTS 5.0 Certificate or Equivalent
- Detailed Resumé
- Statement of purpose
- Portfolio of projects

* Degree Cerificate

The program is addressed to candidates holding a bachelor degree in visual and graphic design, design, communication, marketing and other disciplines related to the program's field of study. Admission of students with different degrees or diplomas will be taken into consideration if the applicant is motivated by a research interest towards the programs topics. Upon successfully completing the program the student will receive a Domus Academy Master Diploma.

Participants who are eligible according to NABA rules will receive an Academic Master from NABA.

Students holding a non-Italian Bachelor Degree shall contact the Italian Embassy or Consulate in the country where the degree was issued in order to ask for the so called "completion documents", consisting in:

a. Translation into Italian – made by a certified translator – of the student's Bachelor Degree.

b. Translation into Italian – made by a certified translator – of the student's Academic Transcripts.

c. "Dichiarazione di valore in loco" (Declaration of Value) of the student's Bachelor Degree. The "Dichiarazione di valore in loco" is the document attesting that the study qualification obtained in the student's country of residence is valid for accessing Italian Universities or Academies.

LEARNING AND TEACHING STRATEGIES

Domus Academy prioritizes an original "learning by designing" approach, that is in continuous development to reflect the fast changing world of today.

The teaching methods employed at Domus Academy are designed to help students achieve their individual professional goals along with the learning objective, while also considering their roles as designers in our contemporary world.

The primary vehicle for the "learning by designing" approach is project work. Emphasis is placed on, learning and applying a "problem setting" approach;

- to ensure that students refine their critical skills and apply them throughout their work process;

- to foster a personal creative style and developing an original way of expression;

- to develop research skills, which will enable students to source relevant materials, assimilating and articulating relevant findings;

- to conceive concepts and visions capable to blend creative languages with the actual needs of end users by interpreting a brief, primarily based on a real design assignment, in order to design a project that can match, or even exceed, the company's expectation.

Students are exposed to different points of view in the design field, working with designers and companies. One of the purposes of this exposure is to give students the broadest view possible of the design field in order to support them in the selection of the area in which to concentrate their future careers.

All Master programs are workshop-based, supported by seminars, tutorials, lectures, work-in-progress sessions, critiques and a series of tutor led projects. Through a pro-active relationship with the academic staff, students will lead their project work and be supported through consultative and advisory tutorial guidance by the faculty and by visiting lecturers and designers who each have dedicated roles.

The "Program Leader" is the teacher who has overall

responsibility on a specific Master Program, and whose role is to coach students and to support them in the definition of their learning and professional path. The Program Leader sustains students in their workshop activities and coordinates the assessment process.

The "Project Leader" is professionals and teachers, chosen among experts of a specific field, whose role is to lead workshop activity, by developing a project brief in collaboration with the Program Leader, inspire and provide guidance to students along the design process, and to take part in the assessment of the projects.

Formal teaching is supplemented by a range of visiting lecturers and visiting professionals where students will have the chance to attend presentations by designers, artists, critics, industry professionals and academics. Lectures are usually used for the presentation and discussion of theoretical issues. They will often be supported by group discussions, which provide an opportunity for interaction between faculty and students, and allow students to extend and examine the issues raised.

Students work in multi-cultural and international teams to enhance their capacity for teamwork, as well as to expose them to a comparison with different backgrounds and cultures. Most workshop activities require students to work in groups. Teams are carefully selected and suitably managed to ensure that all students are aware of effective group processes and contribute to final project outcomes.

STRUCTURE AND ASSESSMENT

The program is organized in four main modules including, courses and workshops, followed by a fifth module providing a professional experience period and a final portfolio presentation.

module 1		module 2		module 3		module 4		module 5
Course	Core Workshop	Course	Core Workshop	Course	Free/Elective Workshop	Course	Free/Elective Workshop	Professional Experience
4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	12 ECTS

FINAL PRESENTATION

COURSES

Courses aim at providing students, through a combination of lectures, exercises and tutorials, with the appropriate tools and experiences useful for the developing of their professional career. They encompass specific topics in preparation for the workshop, and personal branding experiences for the development of the student's professional career.

WORKSHOPS

The workshops are the main activity of the curriculum. Workshops are project assignments designed to give students a working knowledge of different core subjects. All workshops launch with the presentation of a brief, which outlines the subject, scope, and purpose of the workshop. The brief of the workshops is based on research issues defined by the faculty, in collaboration with external professionals and industrial partners, paying attention to fulfil both educational and professional aims.

In the development of the projects students will be supported by lectures aimed at broadening their knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present their work and ideas as a link between the specific disciplinary perspective and the

broader cultural/economic context.

The workshop culminates in an open presentation to the faculty and invited professionals. Feedback to students is an integral part of the final assessment provided to students after the presentation. The Program Leader and the Project Leader are available to further discuss assessments with students if needed.

CORE WORKSHOP

- Experience Design - (8 credits)
- Service Design - (8 credits)

ELECTIVE WORKSHOP - (8 credits)
One to be chosen among:

- Envisioning
- Product Strategy
- Experience Design
- Service Design

FREE CHOICE WORKSHOP - (8 credits)
One to be chosen amongst the active didactical offer

PROFESSIONAL EXPERIENCE

The professional experience is the final step of a process in which students receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are three kinds of professional experiences; an internship in a company where the students will be hosted in a work environment developing assigned real projects; a field learning experience as a specific work project carried out on campus in collaboration with a company; and an entrepreneurial journey in order to develop business and managerial skills.

PORTFOLIO

The Master Program will end with a final exam where the student will present his/her own portfolio in front of an Exam Board composed of internal faculty and external professionals. The

portfolio realized by each student, and its presentation, allows the Board to evaluate the projects developed during the academic year as well as the growth of the student.

ASSESSMENT SYSTEM

The main goal of the assessment system is to monitor how students develop the design and technical competencies required to be awarded an Academic Master.

Assessment is done by evaluating each student with a 1 to 30 mark (pass 18 or above) given at the end of every workshop, and through a qualifying examination given at the end of each theoretical course. The admission mark to the final exam is calculated by arithmetic average, which takes in consideration all the marks taken after each workshop.

Students will receive 0-110 (pass 70 or above) as overall evaluation. The Diploma Examination Board may award up to 10 points for the Portfolio. Honors may be awarded on the basis of the Board assessment of study programs, portfolio and presentation.

STUDY PLAN

Students will receive individual study counselling by the Program Leader to establish a Study Plan that reflects their skillset and professional objectives with the academic offer available.

WORKSHOPS

CORE WORKSHOPS - COMPULSORY

SERVICE DESIGN WORKSHOP

Service Design is the activity of defining, designing and executing an effective service model with the ultimate goal to improve the quality of the experience of people using the services provided by a private company or a public organization. A service model is a framework detailing the nature of the offered service, its funding mechanism, the management of human resources needed to make it work and the relationships established and nurtured with customers. The quality of the resulting service can be measured by means of several criteria including desirability, credibility, accessibility, utility, and usability.

Through a series of theoretical lectures and practical activities, the workshop in Service Design provides students a clear perspective on this subject and a clear framework encompassing all 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, service blueprinting, prototyping and testing. Within the workshop, students will work in teams under the guidance of a project leader to ideate and design all the elements of a service system and prototype one or more of its physical or digital touchpoints.

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. Everyday experiences are built upon the interaction and relationship with information, communication tools, relational spaces, as well as interactive objects and services. The starting point resides in the ability to decipher people's needs, expectations and desires.

The workshop addresses aspects and contemporary methodologies related to people's activity and context analysis. It also considers, experience scenario development, solution, validation, and assessment. The workshop investigates the main domain of User Experience analysis, exposing students to methodologies and best practices allowing them to extract knowledge from primary research activities. The workshop activity will also cover domains pertaining to visual representation and the formalization of knowledge garnered. Students are expected to familiarize with techniques for representing activity flows and complex systems.

ELECTIVE WORKSHOP
One to be chosen among the following:

ENVISIONING WORKSHOP

Through field research, physical or digital analysis, the workshop investigates cultural and social conditions that will have an impact on our society in a medium or long-term perspective for questioning and Envisioning the role of design and designers. The design process starts with questioning the existing conditions with a problem-setting approach where divergence and convergence processes indistinctively alternate. Students are requested to create projects with a strong evocative and narrative focus, designing a synthesis of values that are independent of the specific typology of the examined conditions. Through the use of a wide range of communication tools, including storytelling, storyboards and video scenarios, students are invited to envisioning the possibilities of the future for design and designers. The workshop emphasizes design activities stemming from existing to possible scenarios and revolves around envisioning

future scenarios based on the crossing of innovative emerging technologies with socio-cultural, geo-political, and strategic values.

PRODUCT STRATEGY WORKSHOP

Over the last decades, the design of products has reached a high level of sophistication and complexity. Different design approaches and perspectives have conceptualized visions in manifestos, and this has influenced the design culture at large. The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way. The workshop explores corporate cases involving the leading design companies, whose ability to innovate does not merely concern products, but all the elements that contribute to shape a truly global offer encompassing: positioning, image, distribution and communication. The application domain can range from established brands (brand extension), to companies wanting to exploit their potentials, to existing companies that want to re-position their business, to new ventures (startups, crowdsourcing). A substantial part of the workshop activity is dedicated to the definition of a business model consistent with the objectives and scale of the project, while exploring the scalability of the solution, feasibility and innovation potential.

EXPERIENCE DESIGN WORKSHOP

SERVICE DESIGN WORKSHOP

FREE CHOICE WORKSHOP
Students are given the chance to select among the active didactic offer in order to end their personal educational path with a strongly autonomous, professionalizing and profiling choice. Each student may choose to repeat one of the workshops already developed, enroll in a new workshop coherent with his/her educational path or select a project among the ones offered by the institution as long as it is coherent with the amount of credits required.

COURSES

STORYTELLING AND VISUAL NARRATIVE

Storytelling has become today a fundamental design topic; the ability to integrate narration into the design process is an essential component to attract, engage and expand the user experience. The course responds to the growing need to create and deliver original visual content to varied fields ranging from communication of projects, interface design, management of social media channels, and to micro storytelling. 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. The course prepares the students for the challenges and opportunities of the digital market, developing basic knowledge on software prototyping techniques of interactive services using static and dynamic representations.

BUSINESS FOR DESIGN

Brand managers, entrepreneurs and designers alike need to become familiar with the tools of business analysis in order to have a good understanding of how businesses create value and generate profits. The Business for Design course offers students the possibility to understand and put into practice real-life business scenarios and to appraise the core aspects that determine the economic performance and viability of a company, studio or consultancy. Students will explore basic accounting topics, short and long term profitability aspects, options to fund innovative projects or enterprises within a long-term horizon, and a general framework around intellectual propriety, copyright aspects and regulations. The course is structured around lectures, real case-studies and focused exercises to get an insight, explore and experiment firsthand the fundamental aspects of business applied to the design field and brand management.

DESIGN THINKING

Design Thinking is a human-centered innovation process that emphasizes observation, collaboration, fast learning, ideas visualization, rapid concept prototyping and concurrent business and technology analysis, which ultimately positively impacts business strategy. Organizations adopting a Design Thinking approach must be open to take risks, and the people working within them or collaborating from outside should be ready to go out of their comfort zones and embrace new ways to generate value. 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 in Design Thinking provides students a clear perspective on this subject and a clear framework encompassing all the key steps to be undertaken and the tools to be used to transform problems into value creation opportunities through divergent and convergent thinking.

PERSONAL BRANDING

The course examines the job market in branding, digital innovation and business industries. It provides an in-depth overview of job descriptions, defining hard and soft skills. It will describe the recruitment process, from the preparation of resume and portfolio, to job search, job/competition application, and interview preparation and presentation, from a practical perspective, combining lectures, case-studies and in-class exercises and simulations.

An essential component of the course is represented by a 'reality check'. Students will meet with a professional designer who will provide an individual feedback on their cv and portfolio. Students will be asked to review their presentation material and approach and define an individual action plan to build their personal brand.

PROFESSIONAL EXPERIENCE

The Professional Experience is the final step of a process in which students, thanks to a one-to-one tutorship, receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are three kinds of Professional Experiences:

- Internship in a Company/Firm: the students will be hosted in a work environment developing assigned real projects.

- Field Learning Experience: a work project carried out on campus in collaboration with a company and supervised by a project leader. The students will approach contemporary themes and explore a wide range of design subjects in a multidisciplinary environment.

- Entrepreneurship Module: an entrepreneurial journey in order to develop business and managerial skills. The students will be given a specific toolbox of frameworks and approaches both in theory and practice.

In all cases during this crucial phase students are mentored on a step-by-step basis, and acquire the fundamental experience of dealing with the real world, with real business and with the people working in the field.