



STUDIES 100%
GUARANTEED

DOMUS ACADEMY MILANO

MASTER'S PROGRAMME IN PRODUCT DESIGN

FEBRUARY 2021

OVERVIEW

AWARDED BY NABA
NUOVA ACCADEMIA DI BELLE ARTI MILANO

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ONLINE PREPARATORY PROGRAMME

DESIGN AREA

*Combined with Master's Programme in
PRODUCT DESIGN*

The Domus Academy Preparatory programme is an **8-week long series of intensive online courses** which allows students to improve their knowledge and prepare for the challenging interdisciplinary approach of the master's degree programmes.

Created for students who have already earned a bachelor's degree and who will be entering into a graduate-level programme, the courses will offer the opportunity to refine professional skills and acquire a deeper cross-disciplinary understanding of the design disciplines.

The Preparatory programme's core course will present a survey of design culture, while the individual pathways will address fundamental competencies in preparation for high-level study in the student's chosen area.

8 WEEKS

88 CONTACT HOURS + ELECTIVE COURSES

ONLINE PREPARATORY PROGRAMME STUDY PLAN

from November 10th to January 29th

BLOCK1		BLOCK2			BLOCK3		
WEEK1	WEEK2	WEEK3	WEEK4	WEEK5	WEEK6	WEEK7	WEEK8
Design Culture 15 lessons, 30 hours					Desktop Publishing / Portfolio 7 lessons, 14 hours Software: Adobe InDesign		
AutoCAD <i>Design, Development & Documentation</i> 8 lessons, 16 hours Software: AutoCAD		3D Modeling <i>Designing & Representing</i> 7 lessons, 14 hours Software: Rhinoceros			Rendering <i>Digital Visualizations</i> 7 lessons, 14 hours Software: 3ds Max		



Digital Art <i>Raster Images: Editing & Management</i> 8 lessons, 16 hours Software: Adobe Photoshop	Vector Graphics <i>Design, Drawing & Editing</i> 7 lessons, 14 hours Software: Adobe Illustrator	Short Video / Editing <i>Video, Audio and Graphics</i> 7 lessons, 14 hours Software: Adobe Premiere
Visual Communication for Business 7 lessons, 14 hours		
Made in Italy 3 lessons, 6 hours	Innovation 4 lessons, 8 hours	

**DESIGN AREA
PREPARATORY PATHWAY**
 44 LESSONS
 (88 HOURS)

ELECTIVE COURSES

Schedule permitting, students may choose to **integrate other courses outside of their pathway** from the academic offering. All courses foresee direct study hours and student-centred learning.

8 **PROGRAMME SUMMARY**

QUALIFICATION

(First Level) Academic Master

PROGRAMME TITLE

Master's Programme in Product Design

PROGRAMME TYPE

Full Time

LANGUAGE OF INSTRUCTION AND ASSESSMENT

English

9 **DESIGN creates new meanings on multiple dimensions and scales. It is an intimate but extensive form of looking at what Architecture, Interior and Product Design mean today and it has the power to pioneer new futures. Leading to integrated projects, private and public spaces, design is a way of thinking that crosses the boundaries among disciplines and cultures.**

A product is a human-based combination of diverse cultures, technologies, needs and physical conditions. An original interpretation of these interactions generates an integrated design artefact, which stimulates users to further adapt, discover and think. Today, Product Design is breaking boundaries for novel explorations and experimentation evolving into career opportunities yet to be discovered.

AIMS AND OBJECTIVES

The Master's Programme in Product Design programme combines a unique cross-disciplinary and cross-cultural approach with a hands-on experience in collaboration with companies that are at the front line of design, engineering and business. This challenging method advances the knowledge on what is currently happening in the industry, and consequently enhances the ability to anticipate the future.

The Master's Programme in Product Design explores new territories for embedding design, technology and novel methods for fabrication and construction.

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

On successful completion of this Programme students will be able to:

- Identify the role of the designer in the society, to propose the most visionary ideas and concepts to meet the needs and priorities of the client;
- Analyze in depth information and transform it into strong design proposals by exploring design integration in a cross-disciplinary manner;
- Criticize the research process to answer the present industry and design needs of the future;
- Generate a clear and reflective design methodology to act

- independently in design practices at a professional level;
- Conduct an advanced evaluation of Product Design and its systems from materials to the process of fabrication;
- Formulate an individual creative identity and professional skills to produce innovative and visionary design proposals.

The Programme ensures students will gain the skills and attributes to:

- Collaborate with complex communication capabilities in a multicultural team in the process of conceiving, developing and implementing advanced solutions related to Product Design;
- Evaluate international design phenomena with their own perspectives, in order to generate creative and original design proposals;
- Experiment with different representation and media to communicate the strength of a given project;
- Devise professional projects with a strong awareness of the design process and appropriate, associated actions;
- Generate networks in the Milanese international design context by connecting with design professionals and studios;
- Justify the value and importance of the multi-disciplinary approach of the future designer and related projects.

CAREER OPPORTUNITIES

The Master's in Product Design trains professionals capable of creating and designing projects for different sectors of the industrial system on a local and worldwide scale. Participants develop skills aimed to match the profiles required by design firms, architecture and design studios, and research environments, or appropriate to start an entrepreneurial career.

ENTRY REQUIREMENTS

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

Eligibility conditions for entering the Master's Programme 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 Certificate

The programme is addressed to candidates holding a bachelor degree in design, engineering, architecture, visual arts or disciplines related to the programme'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 programme's topics. Upon successfully completing the programme, students 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’s Programmes 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 “Programme Leader” is the teacher who has overall responsibility on a specific Master’s Programme, and whose role is to coach students and to support them in the definition of their learning and professional path. The Programme 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 Programme 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 programme 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 1	Core Workshop 1	Course 2	Core Workshop 2	Course 3	Elective Workshop 3	Course 4	Final Project Workshop	Professional Experience	
4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	12 ECTS	

FINAL PRESENTATION / GRADUATION

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 fulfill 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 Programme Leader and the Project Leader are available to further discuss assessments with students if needed.

CORE WORKSHOP

Envisioning - (8 credits)

Advanced Design & Processes - (8 credits)

ELECTIVE WORKSHOP - (8 credits)

One to be chosen among:

- Product Strategy
- Experience Design
- Advanced Design & Processes

FINAL PROJECT WORKSHOP

Students will be able to develop personal, in depth body of work as a culmination of their academic path. They develop design research, create projects and explore conceptual ideas that are transformed into tangible output ranging from fashion collections and styling to product design, interactive scenarios, communication and business strategies.

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.

FINAL EXAMINATION

The Master's Programme will end with a final examination in which the student will present his/her own Final Project to an Examination Board composed of internal faculty and external professionals. The Final Project realized by each student, and its' presentation, allow the Board to evaluate the development and quality of the original work. Components of the work, particularly in the initial research phase, can involve interdisciplinary teams; however, the results should represent an independent body of work at an advanced level. The evaluation criteria will depend upon the kind of project.

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 programmes, portfolio and presentation.

STUDY PLAN

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

WORKSHOPS

CORE WORKSHOPS - COMPULSORY

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. 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 envision 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, geopolitical, and strategic values.

ADVANCED DESIGN & PROCESSES WOKSHOP

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. The main objective is

to develop multiple abilities for managing the innovation process through the exploration of product identity, material qualities, product positioning, design and production processes, distribution and communication. This workshop clearly distinguishes for its cross-disciplinary commitment as a strategy to achieve innovative design solutions. The design integration approach has the potential to generate new opportunities for existing companies, but also for launching innovative start-ups and new business ventures to face both current and future markets.

ELECTIVE WORKSHOP

One to be chosen among the following:

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

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.

ADVANCED DESIGN & PROCESSES WORKSHOP

COURSES

DESIGN CULTURE

Based on the Made in Italy brand, the course Design Culture 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. The course develops the vision that design is an integrated activity, capable of perceiving the changes in society, the impact of markets and then transforming it into new products, spaces and services, thereby impacting upon strategies of business innovation. Lectures and group discussions are organized into two strategies: innovation for design and innovation in design. The course embraces different scales of design, from product to interior, from graphic to fashion 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.

DESIGN FORMATION

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. Students investigate key case studies at different scales that showcase how architecture, interior design and product design are related and integrated. Through seminars and debates students learn different design methodologies to cultivate their own personal visual representation identity and an independent critical attitude based on two core principles: information and formation. Information implies the collection and organization of data in order to visually communicate the design process strategy. Formation focuses on the creation and presentation of effective visual outputs that help students frame their own design strategy through the definition of their personal methodology, by combining and integrating research, analysis and design development.

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.

PERSONAL BRANDING: IDEAS AND DIRECTION

This discipline-specific theoretical course, Personal Branding: Ideas and Direction is delivered independently within each Domus Academy Master's programme. The content of these courses is in relation to the specific programme with the common intent of promoting and consolidating a personal and independent vision and approach to be applied in the Final Project. In this course, students may work in teams (also interdisciplinary) for certain aspects; however, the output needs to include and represent individual work.

In the Final Project, the students are expected to address current and contemporary themes from a personal perspective while responding to professional contexts and briefs that involve industry partners and organizations.

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.