DOMUS ACADEMY MILANO

MASTER'S PROGRAMME IN SERVICE DESIGN

FEBRUARY 2021

OVERVIEW

AWARDED BY NABA
NUOVA ACCADEMIA DI BELLE ARTI MILANO

INDEX

ONLINE PREPARATORY PROGRAMME

10 November 2020 – 29 January 2021

+

MASTER'S PROGRAMME

15 February 2021 – 17 December 2021

November 2020

December 2020

January 2021

February 2021

March 2021

April 2021

May 2021

June 2021

July 2021

August 2021

September 2021

October 2021

November 2021

December 2021

ONLINE PREPARATORY PROGRAMME

EXPERIENCE AREA

Combined with Master's Programme in SERVICE 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

	BLOCK 1		BLOCK 2			BLOCK 3		
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8

EXPERIENCE AREA
PREPARATORY PATHWAY
44 LESSONS
(88 HOURS)

Design Culture
15 lessons, 30 hours

Desktop Publishing / Portfolio
7 lessons, 14 hours
Software: Adobe InDesign

Digital Art
Raster Images: Editing & Management
8 lessons, 16 hours
Software: Adobe Photoshop

Vector Graphics
Design, Drawing & Editing
7 lessons, 14 hours
Software: Adobe Illustrator

Short Video / Editing
Video, Audio and Graphics
7 lessons, 14 hours
Software: Adobe Premiere

+

ELECTIVE COURSES

AutoCAD
Design, Development & Documentation
8 lessons, 16 hours
Software: AutoCAD

3D Modeling
Designing & Representing
7 lessons, 14 hours
Software: Rhinoceros

Rendering
Digital Visualizations
7 lessons, 14 hours
Software: 3ds Max

Visual Communication for Business 7 lessons, 14 hours

Made in Italy
3 lessons, 6 hours

Innovation
4 lessons, 8 hours

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.

PROGRAMME SUMMARY

QUALIFICATION
(First Level) Academic Master

PROGRAMME TITLE
Master's Programme in Service Design

PROGRAMME 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

The Master's Programme in Service Design programme 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
On successful completion of this programme students will be able to:
– Classify the nature and characteristics of services and illustrate their complexity;
– Develop a personal and reflective thinking on the diverse dimensions of service design concerning the strategic levels and implications;
– Develop a design-driven thinking and a multidisciplinary approach to manage service complexity;
– Explain the constitutive features of the user experience discipline in order to integrate them into a service design solution;
– Develop specific knowledge about the branding and positioning issues related to service offers and industries;

– Judge the financial sustainability of a service design project proposal.

The programme ensures students will gain the skills and attributes to:
– Analyze potential areas of investigation in creative professional practices related to the field of Service Design;
– Evaluate the main research and design methods, tools and techniques required to develop service design projects;
– Design interventions at all scales and for a wide range of service (private and public) industries and sectors;
– Create use scenarios and experience prototypes to simulate and validate a service design solution;
– Evaluate different system modelling methods and blueprinting techniques for service process development;
– Select the appropriate storytelling technique for the presentation of a project depending on the audience and the expected results.

CAREER OPPORTUNITIES
Graduates of the Master's in the Service Design Programme will be equipped to work as service designers, experience designers, design researchers and design strategists at design consultancies, large corporations and service companies, as well as with NGO's, government agencies and research institutions, or to start their own consulting businesses.

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 Cerificate

The programme is addressed to candidates holding a bachelor degree in visual and graphic design, design, communication, marketing and other 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 programmes topics. Upon successfully completing the programme 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'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	FINAL PRESENTATION / GRADUATION
4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	12 ECTS	

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 Programme 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

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

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

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: 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.