



STUDIES 100%
GUARANTEED

DOMUS ACADEMY MILANO

MASTER'S PROGRAMME IN URBAN VISION & ARCHITECTURAL 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
URBAN VISION & ARCHITECTURAL 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		

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



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	

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.**

PROGRAMME SUMMARY

QUALIFICATION

(First Level) Academic Master

PROGRAMME TITLE

Master's Programme in Urban Vision & Architectural Design

PROGRAMME TYPE

Full Time

LANGUAGE OF INSTRUCTION AND ASSESSMENT

English

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.

Cities, landscapes and urban systems constitute the built fabric connecting people and places. It is constantly morphing according to the geo-political and cultural trends and creates a frame where all subjects such as environment, social equity, economic viability become key assets for the designer. Changes are built on strategies transforming cities, methodologies regenerating metropolitan areas, design concepts defining private and public spaces, aim to envision possible scenarios responding to the contemporary complexity and for the future development.

AIMS AND OBJECTIVES

The Master's Programme in Urban Vision & Architectural Design Programme responds to the changes in the professional field and in the urban configuration. The master offers a solid base of inquiry and design-based strategies. Taking urban analysis as the starting point to study society, this Master aims to explore different architectural approaches and provides students with the opportunity to discover their own design abilities and find responses for the citizens and their culture, commerce, relationships and movements. The master would like to help students to create projects for a better urban future.

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:

- Appraise different and multiple perspectives about the role of an urban and architectural design project;
- Identify an independent vision of the comprehensive territorial aspects and its complex dynamics;
- Derive a personal awareness in analysing and applying the most appropriate research and methodologies to design projects within the urban and architectural domain;
- Assemble design concepts and strategies to professional

standards, for landscape, urban and architectural design;

- Develop an independent approach toward research within the design process;
- Create a coherent design proposal, accounting for morphological, typological, technological and aesthetics topics at a professional level.

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

- Design urban, rural and architectural scenarios, according to evolving dynamics while understanding contexts and scale;
- Synthesize ideas, strategies, technical aspects and components that are in a consistent aesthetically into a professional final project;
- Formulate an individual research and design presentation at professional level, selecting the most coherent communication strategy and appropriate tools and languages;
- Interpret the contemporary design domain and the changing role of architects and urban designers in different geographic, socio-political and economical contexts;
- Support and manage interdisciplinary teams involved in the project process;
- Value the limits of the field of urban, rural and architectural design incorporating knowledge from other disciplines.

CAREER OPPORTUNITIES

Participants in the Master's in Urban Vision & Architectural Design can embark on various careers nationally and internationally as architects, urban planners, urban designers and project managers. Employment opportunities can be found in design, architecture and engineering studios, local development agencies, urban planning departments or real estate and construction companies.

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 urban, architectural and design disciplines interested in developing a personal approach and improving their architectural sensitivity according to urban transformation needs or disciplines related to the Programme's field of study. Admission of students with different degrees or diplomas, as well as of professionals with a significant experience in the Programme's field, will be taken into consideration if the applicant is motivated by a research interest towards the Programme's 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	
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 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

- Urban and Landscape Design - (8 credits)
- Architectural Design - (8 credits)

ELECTIVE WORKSHOP - (8 credits)

One to be chosen among:

- Design of Spaces
- Urban and Landscape Design
- Architectural 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

URBAN AND LANDSCAPE DESIGN WORKSHOP

The Urban and Landscape Design workshop focuses on recognizing, reading and analyzing a large frame of the city/territory in order to understand how to design an innovative and a consistent urban project. Students are questioned to explore a project in a complex system scale, and then challenged to solve, through digital and physical visualization strategies, issues related to the scale of the urban or landscape environment. Through a detailed analysis of the socio-economic components, morphological forms and infrastructure of the selected area, students define a strategy of implementation, rationalization and functionalization of a piece of city or territory. Students face urban design through urban strategy; urban planning; urban regeneration; and urban integration, and landscape design through landscape strategy; landscape vision; and landscape regeneration, to advance personal and group abilities in the field of large scale design.

ARCHITECTURAL DESIGN WORKSHOP

The Architectural Design workshop focuses on designing integrated architectures through critical research readings and context analysis. Students discover and analyze different architectural components with historical projects and contemporary key case studies. Students are challenged to imagine a morphological integrated solution in relation to the specific criteria and by integrating both compositional

aspects and technology to formulate a coherent space solution. In addition, the workshop investigates the ability to understand both the physical aspects and the social needs of the place. The core basis for understanding the architectural scale is the analysis of the details, materials and technological elements integrated into the overall vision of the designed project.

ELECTIVE WORKSHOP

One to be chosen among the following:

DESIGN OF SPACES WORKSHOP

The Design of Spaces workshop explores different ways of living in the contemporary space, starting from behaviors, habits and lifestyle to the interest of daily life inhabitants. Students investigate the relationship between people and spatial systems, at a small and medium scale, identifying criteria and solutions for developing concepts and innovative scenarios that will address different dimensions according to the student's interest and the company's needs. Students are invited to create tailor-made design solutions in a determined field: residence, hospitality (hotel, spa) and service space, business and retail space with innovative concepts and shopping experience, and public space in relation to urban infrastructure and temporary events. The workshop outcome showcases a design integration approach, which means bringing together the design of interior spaces, furniture, materials in relation to both project and context, lighting solutions systems, the consideration of visual and sonic representation aspects, and the scenario of the user experience.

URBAN AND LANDSCAPE DESIGN WORKSHOP

ARCHITECTURAL DESIGN WORKSHOP

COURSES

URBAN REPRESENTATION

The Urban Representation course investigates a wide range of urban representation techniques through the use of digital information. Through visual analysis of urban case studies students advance their knowledge on how to execute digital documentation at urban scale. With the case study project, students are encouraged to explore the physical urban space as well as the geometric, logical and artistic visualization. The physical documentation focuses on the ability to observe, select and organize different elements, of the given environment, as a personal and relevant micro-archive. The geometric, logical and artistic representation is the graphical creativity to integrate the transformation of the selected reality into the future design visions. Being able to represent means being able to measure the space through a principle of symbolization.

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.

ARCHITECTURAL REPRESENTATION

The Architectural Representation course focuses on the analysis of multiple case studies for digital visualization in architecture. Through different visual representation exercises students are challenged to design a small object related to architectural design. From ideation to creation students experiment to identify different architectural components and to assess with a visual representation project. Students acknowledge the importance of the integration of the idea, development and physical transformation with a physical object/process. A critical comparison between key studies is applied to envision and visualize an architectural project. Students are asked to articulate its representation through the integration of spatial and technical qualities.

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.